MAY 30, 1955 35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

24TH year

"RADIO-ACTIVE" SELLING

Shrewd advertisers use Spot Radio around the clock day after day.

The cost is low. The impact is great . . . because Radio listening is high mornings, afternoons, and evenings:

	Number of Homes That Tune in Each Week
Mornings	**36,748,000**
Afternoons	**37,819,000**
Evenings	**35,253,000**

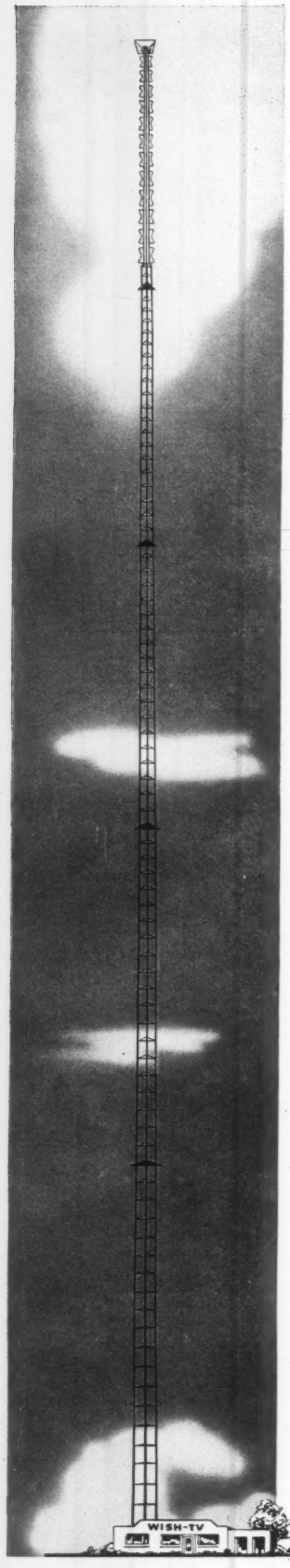
And . . . Spot Radio turns "Radio-Active" listeners into customers for advertisers.

WSB	Atlanta	NBC
WFAA*	Dallas, Ft. Worth	NBC, ABC
KOA	Denver	NBC
WIKK	Erie	NBC
KPRC*	Houston	NBC
WJIM	Lansing	NBC, ABC
KARK	Little Rock	NBC
KABC	Los Angeles	ABC
KSTP	Minneapolis, St. Paul	NBC
WABC	New York	ABC
WTAR	Norfolk	CBS
WIP	Philadelphia	MBS
WRNL	Richmond	ABC
WOAI*	San Antonio	NBC
KFMB	San Diego	CBS
KGO	San Francisco	ABC
KMA	Shenandoah (Iowa)	ABC
KTBS	Shreveport	NBC
KVOO	Tulsa	NBC
ABC	Pacific Radio Regional Network	

*Also represented as key stations of the TEXAS QUALITY NETWORK

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • ATLANTA



WISH-TV

ONE OF THE NATIONS GREATEST TELEVISION STATIONS

CHANNEL 8

- ✔ NEW 1,000 FOOT TOWER
- ✔ 316,000 WATTS OF POWER
- ✔ EXPANDED SERVICE TO THOUSANDS OF NEW VIEWERS

CBS TELEVISION

WISH-TV A BASIC CBS AFFILIATE

*Serving the great **Indianapolis** and **Indiana** trading area with a more powerful signal*

Represented by THE BOLLING COMPANY

channel 8 WISH TV INDIANAPOLIS

WJIM TV

BAY CITY

FLINT

LANSING

JACKSON

GRAND RAPIDS

BATTLE CREEK

SAGINAW

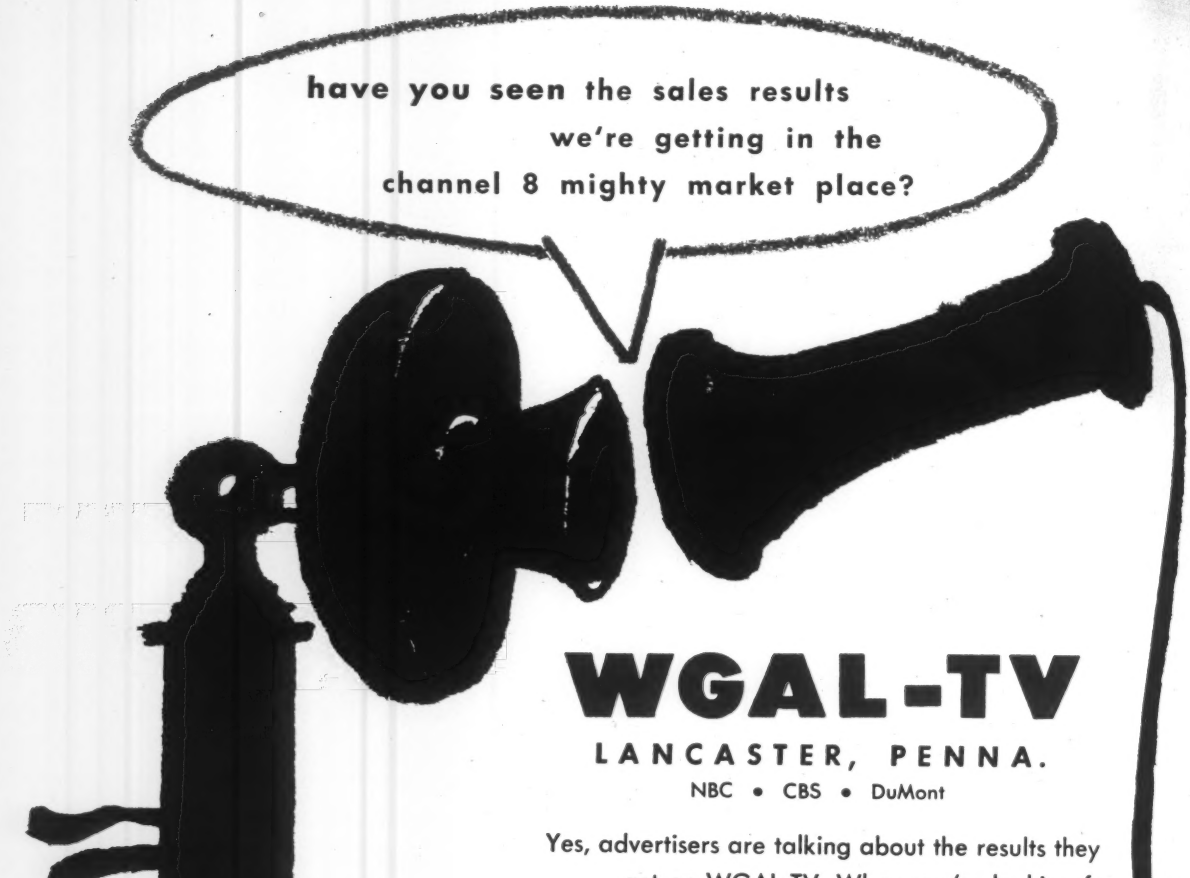
Coverage that Counts!

7 major Michigan markets
for NBC, CBS and ABC

Now 100,000 watts!

PETRY & CO.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



WGAL-TV

LANCASTER, PENNA.

NBC • CBS • DuMont

Yes, advertisers are talking about the results they get on WGAL-TV. When you're looking for results that are worth talking about, buy this rich, vast market — with more than 3 million customers who have $5¼ billion to spend and who are waiting to be sold your product.

STEINMAN STATION
Clair McCollough, Pres.

Representatives:

MEEKER TV, INC.

New York Los Angeles Chicago San Francisco

Channel 8 Mighty Market Place

York	Harrisburg	Reading
Hanover	Lebanon	Pottsville
Gettysburg	Carlisle	Hazleton
Chambersburg	Sunbury	Shamokin
Waynesboro	Lewistown	Bloomsburg
Frederick	Lock Haven	Lewisburg
Westminster	Hagerstown	Martinsburg

closed circuit.

RENEGOTIATION • Substantially improved contract was discussed by special committee with NARTB Chairman-President Harold E. Fellows last Friday, following annual convention in Washington. Mr. Fellows' present contract has one year to run from June 1 and his base salary is $50,000 per year. Decision presumably will be reached prior to NARTB Hot Springs board meeting, June 23-25. Committee members who met with Mr. Fellows: Tv Board Chairman Clair McCollough, WGAL-AM-TV Lancaster; Radio Board Chairman Henry B. Clay, KWKH Shreveport; Tv Vice Chairman Campbell Arnoux, WTAR-AM-TV Norfolk; Radio Vice Chairman E. K. Hartenbower, KCMO-AM-TV Kansas City, and Finance Committee Chairman William D. Pabst, KFRC San Francisco.

B•T

ALMOST everybody is second-guessing FCC on what it will do on subscription tv issue when point is reached some months hence and preliminary judgment will have to be made. Preponderant guess was FCC would authorize experimental operations in nation's only two seven-station markets—New York and Los Angeles—but would be almost certain to leave policy decision to Congress, since present Act does not envision or encompass this type of operation.

B•T

CBS-TV IN ST. LOUIS • Another major market network affiliation was nailed down during NARTB convention. KWK-TV St. Louis (ch. 4) signed regular two-year affiliation contract with CBS from June 1, but with clause providing for 60-day cancellation if CBS wins in comparative hearing for ch. 11 in that city. Transaction evolved by Robert T. Convey, president of KWK Inc., and Herbert V. Akerberg, CBS Tv station relations vice president.

B•T

ANOTHER meeting within two weeks of board of directors of CBS Radio Affiliates Assn. with network executives is being sought on proposal to cut compensation to affiliates by 25% to help defray network operating costs.

B•T

UHF SUPER-POWER • Uhf power boost to five megawatts (five million w), which FCC Chairman McConnaughey told NARTB conventioneers is in works at staff level, should be ready for Commission action within fortnight. It will be proposed rule-making case with industry comments invited. Question: Can many uhfs afford initial installation, let alone power costs, even if equipment for such power is available?

B•T

GRADUAL decline in number of Chicago-originated network tv programs has cast gloom over city's advertising row, but hasn't dimmed enthusiasm of Sterling C. (Red) Quinlan, vice president in charge of ABC-TV's o&o WBKB (TV) there. At his urging New York network executives are weighing possibility of putting WLS National Barn Dance *on ABC-TV, either live or film, providing cost problem can be licked. Mr. Quinlan also is pushing Tom Duggan, provocative Chicago commentator, for network berth in 9-10 p.m. Saturday spot with variety-type carbon of his daytime show.*

B•T

FILM FOR TIME • In-shop letter recently sent by top representation firm to its tv stations warning against stations bartering time segments for sponsored film for which stations obtain second run and residual rights [CLOSED CIRCUIT, May 23] understood to have been circulated also to other station representative firms. Letter asked whether it is "wise to abdicate control of station time and rates to film suppliers in a manner which infringes upon contracts for exclusive representation and which is likely otherwise to complicate established procedures?" Also noted: "dependable" supply of film for tv stations is increasing in quality and quantity "through normal trade channels." Letter warns that time in barter deal could be resold by film supplier to spot advertisers "at rates that could depart from the station's rate card."

B•T

FILM syndication exhibitors were among most vocal complainants about Washington locale and arrangements for NARTB convention. Principal complaint was that association had failed to give film syndication place on official agenda with consequence that only session held, under outside auspices, was poorly attended.

B•T

CUBAN NETWORK • Watch for upcoming announcement from DuMont and Barletta interests (CMA-TV Havana) of new Cuban tv network which will use on-channel, off-air pickups to cover island.

B•T

HELP for Gene O'Fallon in his battle to put broadcasters on side of pay-tv has come from several sources. Zenith attorney furnished him with copies of attack on Harold Fellows, NARTB president, entitled "Was Our Uncle Hal Scoopgoofed?" [B•T, May 23]. International Telemeter paid his way to Washington where he initiated petition seeking to repudiate NARTB stand on pay-tv. Mr. O'Fallon admitted his non-affiliated ch. 2 KFEL-TV Denver lost $250,000 in 1954 and was on way to losing as much again this year.

B•T

MILITARY THREAT • KUAM Guam isn't only commercial broadcaster facing competition from military "morale" tv stations (story page 96). There are rumblings in Puerto Rico that Armed Forces Radio Service may install low power tv (using network kinescopes with commercials intact) despite regular commercial tv signals in area. Since local tv involves Spanish-language programming, military apparently feels servicemen are entitled to entertainment they can understand.

B•T

NETWORKS may come to defense of KUAM Guam in fight to retain sponsors who would quit if free ride was available on local military station. There were indications kinescopes might be refused showing there if station is built. KUAM is CBS and NBC affiliate. Compromise to fight might be willingness of KUAM to three-year grace period to recoup $100,000 investment before facing AFRS tv competition.

B•T

BIG HANDS • If there had been applause meter at NARTB convention last week, it would have registered maximum for demonstration given President Eisenhower following his precedent-making speech Tuesday. Runner-up would have been Rev. Norman Vincent Peale in spontaneous response to his comment: "I would rather listen to commercials 'til doomsday than to have our radio and television system conducted by the government."

B•T

INSTEAD of reducing rates, WIND Chicago is effecting 25% increase in spot announcement rate and 15% in time rates, effective Aug. 1. Class A time runs from 6:30 a.m. to 7 p.m. and Class B from 7 p.m. to 11 p.m. under new structure, according to John Carey, general manager.

B•T

NO SALE • RCA had intriguing exhibit on exhibition floor showing how station could get two-color IDs or commercial spots from monochrome camera and black-and-white line cut cards. Idea was to sell equipment package. But, as soon as hep tv station engineers saw how it was done (through colorplexer at transmitter, capable of performing 24 color combinations), they snapped their fingers and exclaimed: "Hell, we can do that with the gear we've already got at the station." RCA now considers this special effects exhibit service to broadcasters.

B•T

WHETHER they were for or against subscription tv, majority of broadcasters at NARTB convention in Washington last week deprecated volume and weight of "propaganda" released, first by proponents and in recent days by organized opponents. They don't minimize importance of question but felt that publicity barrages clouded and confused issues.

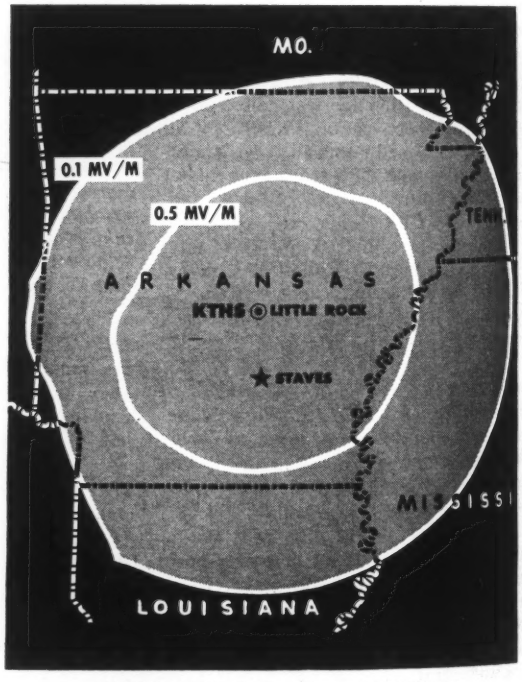
KTHS (LITTLE ROCK)

BARRELS AWAY AT *Staves*, TOO!

KTHS, Little Rock, is 50,000 watts—Basic CBS. It is listened to regularly by hundreds of thousands of people in towns and villages *far beyond the Little Rock Trading Area!*

Consider *Staves* (Ark.) for example. With only 167 persons, it's not much of a market in itself. But as one of *many* towns, villages and farms reached by KTHS, it *is* important. Actually, it would take about 21,000 Staves to equal the population in the KTHS interference-free daytime coverage area!

Let your Branham man give you all the big KTHS facts.



The Station KTHS daytime primary (0.5MV/M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

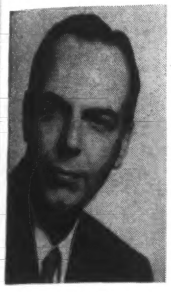
Henry Clay, Executive Vice President
B. G. Robertson, General Manager

at deadline

PRESIDENT NOMINATES RICHARD MACK TO REPLACE FRIEDA HENNOCK ON FCC

(See editorial, page 29)

PRESIDENT Eisenhower Friday nominated Richard A. Mack, Florida public utilities commissioner, for seven-year term on FCC to begin July 1, when Comr. Frieda B. Hennock leaves office to return to law practice, probably in Washington and New York.



MR. MACK

Mr. Mack, 45, had endorsement of entire Florida Democratic delegation, as well as of FCC Chairman George C. McConnaughey who has known him intimately as co-officer in National Assn. of Railroad & Utility Commissioners, of which Mr. Mack currently is second vice president.

Nomination, predicted for several weeks [B•T, May 9], initially was transmitted to Senate Thursday but was called back presumably because of amenities on prior notice to congressional leadership. Committee had been notified Monday that nomination would be forthcoming.

Chairman Magnuson (D-Wash.) of Senate Commerce Committee told B•T Friday earliest possible date committee could call Mr. Mack for confirmation hearing is Wednesday June 8, when next executive session is held. Mr. Mack told B•T by phone Friday he stood ready to appear but had to complete hearings pending before Florida commission in Tallahassee which resume June 3 and should wind up by June 20. So far as known, there is no opposition to his appointment and Senate confirmation should be forthcoming before July 1. Sen. Smathers (D-Fla.), committeeman, said he thought hearing would be held within week and approved quickly. He lauded nominee as "an able, clean, efficient young man" and "a loyal and faithful Democrat."

Mr. Mack is businessman, with no experience in broadcasting but with background as utilities commissioner since 1947, having twice served as chairman on rotating basis. He is third Eisenhower appointee from public utilities field, others being Chairman McConnaughey, former chairman of Ohio commission, and John C. Doerfer, former chairman of Wisconsin commission. He holds degree in business administration.

Vital statistics: Richard Albert Mack was born in Miami, Oct. 2, 1909. Attended Miami public schools and Northwestern Military Academy, in Wisconsin. Graduated from U. of Florida school of business administration in 1932. Went into insurance business in Tampa in 1932. Returned to Miami in 1935 to join General Motors Acceptance Corp. In 1940 became credit manager of Hector Supply Co., Miami, which he left to become second lieutenant in infantry, being promoted to lieutenant colonel after having served in European Theatre. Later offered regular Army Commission, but declined in order to enter business.

After serving in Army until 1946, including tenure in Washington, he became secretary and general manager of Port Everglades Rock Co., Fort Lauderdale. In 1947 named member of Railroad & Utilities Commission by Gov. Caldwell; elected to same commission in 1948 and again in 1952. His present term would expire Dec. 31, 1956 (it pays $10,000 per year; FCC pays $15,000).

He is Protestant, member of Sigma Nu and of Blue Key honorary society. His wife is daughter of Col. W. F. Stovall, Tampa pioneer who founded *Tampa Tribune*. They have eight-year-old daughter, Susan.

John Patt in Hospital

JOHN F. PATT, president of WJR Detroit and WJRT (TV) Flint, Mich., was in Washington's Georgetown Hospital at weekend after heart attack Wednesday during NARTB convention. Mr. Patt had been attending NARTB meetings in connection with his new post as Radio Board member for large stations when he was stricken Wednesday afternoon. Following turn for worse in early morning hours Thursday, he was taken to hospital where he was placed on serious list.

Goodyear, Bernard Elected

WGR Inc., Buffalo, Friday elected George F. Goodyear chairman of board and member of executive committee. He is also president. J. J. (Joe) Bernard was elected vice president of WGR Inc. and also continues as general manager at both radio and television stations. Karl B. Hoffman was elected vice president in charge of engineering of both stations.

REPEATS POPULAR

REPEAT tv shows, live or film, can do as well or better than originals, A. C. Nielsen Co. claims in May issue of *Nielsen Newscast*. Cited is audience of 8,725,000 homes for first showing of "Patterns" (*Kraft Theatre*, NBC-TV) and 8,755,000 homes for second showing four weeks later; also "Alice in Wonderland" (*Disneyland*, ABC-TV) hit higher average audience rating and share on repeat than original. Nielsen also finds more tv homes still being reached by radio than by tv in hours up to 11 a.m. Mon.-Fri.; and that average evening once-a-week tv shows reached some 7 million homes through most of this season, about million more than year ago.

• BUSINESS BRIEFLY

MAINE SARDINE SPOTS • State of Maine Sardines, through BBDO, New York, placing 10-week radio spot announcement campaign, using minutes and station breaks, effective July 11 in about 75 markets.

ESKIMO PIE PLACING • Eskimo Pie Corp., New York (ice cream), breaking radio spot announcement campaign using 20 seconds and minutes, effective June 1 in 45 markets. Buchanan & Co., New York, is agency.

'LIFE' ON RADIO • *Life* magazine, New York, through Young & Rubicam, same city, breaking radio spot schedule effective June 1 in seven markets for 17 weeks and June 8 in 19 markets for 13 weeks, all in major cities.

PUREX RETURNS • Purex Corp. Ltd., Southgate, Calif., which had cancelled its radio-tv campaign effective mid-June because of budgetary problems, has reinstated campaign, effective July 4 for 13 weeks using most of stations carrying present schedules plus some additions. McCann - Erickson, New York, is agency.

LIPTON IN NORTH • Lipton's Ice Tea, New York, moving its television-radio spot campaign into northern markets effective June 13 for four weeks. Entire schedule, including northern and southern markets using minutes, station breaks and participating shows, will run on about 50 radio and 50 tv stations. Young & Rubicam, New York, is agency.

COLGATE NAMES BROWN • Colgate-Palmolive Co., for Halo shampoo, has named Carl S. Brown Co., New York, to handle advertising. New radio-tv campaign scheduled to break end of June and first week in July.

Butler Raps McConnaughey

DEMOCRATIC National Chairman Paul M. Butler Thursday night charged FCC Chairman George C. McConnaughey with "partisan political bias" in "traditionally bipartisan and quasi-judicial regulatory agencies of government," in referring to latter's ad lib comment during NARTB convention hinting he hopes President Eisenhower seeks renomination and wins 1956 election (see story page 27). Addressing Young Democrats of D. C. in Washington, Mr. Butler said federal regulatory commissions "are fast coming under the dominant influence of business and financial interests."

Mr. Butler charged that in two recent tv application cases FCC "bypassed the recommendations of its own examiners and denied new tv licenses" where applicants involved "prominent people who supported Adlai Stevenson."

New Britain Hearing Set

HEARING on NBC's $600,000 purchase of WKNB-AM-TV New Britain, Conn., from Julian Gross and associates designated by FCC Friday to consist of oral argument before Commission *en banc* June 20. Also involved is bid to move ch. 30 WKNB-TV to new site. FCC made ch. 8 WNHC-TV New Haven and ch. 53 WATR-TV Waterbury, Conn., parties to proceeding. Comrs. E. M. Webster and Robert T. Bartley dissented and voted for evidentiary hearings. Comr. Frieda B. Hennock dissented.

Put your brand on 1,553,200 TV Homes

SAGEBRUSH SHORTY corrals the kids completely from 5:00 to 6:15 p.m., Mondays through Fridays on WJBK-TV . . . and they love it! Love every action-packed minute of his Porky Pig and Daffy Duck cartoons, full-length westerns, and his magic tricks and ventriloquist pow-wows with Broncho Billy Buttons. A dozen youngsters a day appear with him . . . 1500 more have written in, asking to be on the show.

Want to round up more sales than you ever dreamed possible in this rich Midwest area? Let Shorty rope and tie 'em for you as he has done so successfully for Kelloggs, Bordens, Dr. Pepper, Keds, Hostess ice cream and many others, with his master handling of commercials on Detroit's CBS station with the 1,057-foot tower and all the far-reaching power of 100,000 watts on Channel 2.

WJBK-TV

DETROIT CHANNEL 2

A STORER STATION

Represented Nationally by THE KATZ AGENCY

National Sales Director, TOM HARKER

118 E. 57th, New York 22, ELDORADO 5-76[illegible]

at deadline

Trade Association Considered For Tv Film Distributors

NEW trade association for film distributors may develop soon, members of National Assn. of Tv Film Directors, Eastern Seaboard Conference, were told Friday evening in welcoming address by NARTB President Harold E. Fellows. Film distribution problems being considered by NARTB committee, which has faced lack of organizational machinery among distributors.

Directors were told by Mr. Fellows that 30-40% of station air time is film material, with average weekly cost of station film programming running $2,575 weekly according to NARTB survey.

Maintain television's integrity as "a guest in the living room," Mr. Fellows urged. He suggested careful reading of NARTB's Television Code. Film industry is developing with such rapidity it lacks standard practices in such matters as trans-shipment, film-room activities and equipment, he said.

Baker Sees Personnel Needs

SOLUTION to problems caused by shortage of trained scientific and engineering personnel must be found if progress in electronic industry is to be made in future, Dr. W. R. G. Baker, General Electric vice president and general manager of GE's Electronics Div., Syracuse, said Friday at dedication of GE's microwave laboratory at Stanford Industrial Park (Palo Alto, Calif.). Other obstacles, Dr. Baker said, are labor's outlook on new industrial methods, federal taxation and control and continued threat of Marxist world conquest.

JWT Manila Project

ROBERT GUILBERT, assistant manager of J. Walter Thompson Co.'s radio-tv dept., moves to Manila June 7 on loan basis with Philippine Adv. Assoc. as top executive. He has been with agency five years in Midwest and previously was with NBC Chicago. JWT plans to buy Manila firm, once Philippine authorities clear red tape. William Weddell, vice president in charge of broadcasting, Leo Burnett Co., slated for west coast berth with JWT, it was reported.

Storecast to 25 N. Y. Cities

STORECAST CORP. of America, New York, will transmit programs of Rural Radio Network, New York State fm system, to supermarkets in 25 cities. Five fm stations are taking part: WRRA (FM) Ithaca; WRRC (FM) Cherry Valley; WRRD (FM) De Ruyter; WRRE (FM) South Bristol, and WWRL (FM) Wethersfield. Programs will consist of music, news, weather and market information.

KSO Des Moines Sold

SALE of KSO Des Moines, Iowa, for $125,000 by Kingsley Murphy Jr. and family to Lyman S. Ayers, Frederic M. Ayers, Robert D. Enoch and associates, operators WXLW Indianapolis, Ind., announced Friday, subject to FCC approval. Blackburn-Hamilton Co., station broker, negotiated sale. Murphy group has option for 30% interest in Cowles' ch. 8 KRNT-TV Des Moines, now under construction, and associated KRNT radio. KSO transfer bid is to be filed with FCC this week.

WEAVER FACES YOUTH

NBC President Sylvester L. Weaver Jr. will answer teen-age queries on NBC-TV's *Youth Wants to Know* program June 5 (NBC simulcast, 2:30-3 p.m. EDT, except for delayed broadcast on WRCA New York at 6:30 p.m. EDT). Also on program: Sen. Warren G. Magnuson (D-Wash.), Chairman of Senate Interstate & Foreign Commerce Committee, who, according to NBC, will make "a public service address" after youngsters finish questioning Mr. Weaver.

Patent Report Procedure To Be Reviewed by FCC

REVISED notice of proposed rule making was issued by FCC Friday in its proceeding looking toward new rule to require filing of annual patent reports by communication carriers and other licensees who own or control patents used in services regulated by Commission. Revision is watered-down version of proposal issued last December and which met opposition as excessive and burdensome [B•T, Feb. 7; Dec. 13, 1954].

Calling for comments June 30, FCC said revision eliminates reports of patents not directly connected with transmission or reception of messages or programs as well as reporting by party of licensee-use of patents he owns or sublets. In addition, modified proposal would not require reports by persons who own or control less than 10 communication patents. Parts of original rule proposal which require furnishing of patent agreements and statements on licensing policy by parties concerned have not been changed, FCC said. Comrs. Rosel H. Hyde and John C. Doerfer dissented.

Albuquerque Case Reopened

HISTORIC radio case involving application of KOB Albuquerque for regular license on 770 kc with 50 kw fulltime reopened by FCC to bring record up to date and obtain new evidence. Order issued Friday noted case in conflict since 1941 when KOB was assigned 1030 kc under NARBA channel shuffle, but upon protest of WBZ Boston, KOB was given special authorization to use 770 kc on "temporary" basis. FCC made WBZ party to renewed proceeding. WABC New York, clear channel on 770 kc, already is participant. Case already has been before Court of Appeals, remanded to FCC in 1950. Commission ordered hearing before examiner to be "expedited."

MORGAN TO 'MONITOR'

UNIQUE job of "reviewing" tv for NBC Radio's *Monitor* will fall to Henry Morgan, radio-tv personality, NBC said Friday. On each weekend night, starting with new service's debut June 12, Mr. Morgan "will monitor television for *Monitor* and report his observations to radio listeners."

PEOPLE

GEORGE W. SWEARINGEN JR. appointed manager of CBS Radio Spot Sales' Atlanta office, effective June 13, Henry R. Flynn, general sales manager, announced Friday. Mr. Swearingen, for six years Atlanta manager for Weed & Co., station representatives, succeeds David Kittrell, resigned.

GEORGE W. GOODMAN, director of community news and special events, WLIB New York, appointed supervisor of program operations and member of program planning board.

F. P. RICE, director of manufacturing and purchasing for Allen B. DuMont Labs, named to newly-created post of director of consumer operations for company.

MICHAEL KORY, Emerson Radio & Phonograph Co. director of sales, elected vice president in charge of sales, and **LESTER KRUGMAN,** formerly advertising director of Bulova Watch Co., elected Emerson vice president in charge of marketing.

NATS Signs Contracts With 16 More Tv Stations

NATIONAL Affiliated Television Stations Inc. signed contracts with 16 more stations during NARTB convention week, Berman Swarttz, NATS secretary-treasurer, announced Friday. NATS, combination of General Electric Co. and National Telefilm Assoc., was established last March to provide outlets with national sales force, programming, financial aid and management counsel.

Stations which signed are: WFIL-TV Philadelphia, ch. 6; KMBC-TV Kansas City, ch. 9; WWLP (TV) Springfield, Mass., ch. 22; KCJB-TV Minot, N. D., ch. 13; KMBM-TV Bismarck, N. D., ch. 12; KHOL-TV Kearney, Neb., ch. 13; KIEM-TV Eureka, Calif., ch. 3; KBES-TV Medford, Ore., ch. 5; WSIX-TV Nashville, ch. 8; WDBO-TV Orlando, ch. 6; WRBL-TV Columbus, Ga., ch. 4; WOAY-TV Oak Hill, W. Va., ch. 4; WTWV (TV) Tupelo, Miss., ch. 9; WINT (TV) Fort Wayne, ch. 15; WNEM-TV Bay City, Mich., ch. 5, and WSBA-TV York, Pa., ch. 43.

McConnell Joins Reynolds

JOSEPH H. McCONNELL, former NBC president and resigning as Colgate-Palmolive Co. president July 1, elected director and appointed general counsel of Reynolds Metals Co., R. S. Reynolds Jr., firm's president, has announced. Mr. McConnell, whose offices will be in New York, assumes Reynolds post July 5, succeeding late Judge Robert B. Patterson. Mr. McConnell was NBC president before jolning C-P two years ago. His resignation from latter firm was announced several weeks ago [B•T, May 9].

Sacramento Uhf Surrenders

BECAUSE of multiple tv services already available in market, John H. Poole Friday surrendered to FCC his permit for ch. 46 KBIE-TV Sacramento, Calif. Total post-thaw tv deletions are 142, including 29 vhf and 113 uhf.

Lever Promotion for Lux

WHAT was hailed by NBC-TV as first closed-circuit telecast in soap industry was sent Friday from Burbank, Calif., to 20 key markets in U.S., where executives and salesmen of Lever Bros. learned about Lever's plans for its new "Gold-Wrapped" Lux soap.

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*Reg. U. S. Patent Office

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In Live Programming

KTLA

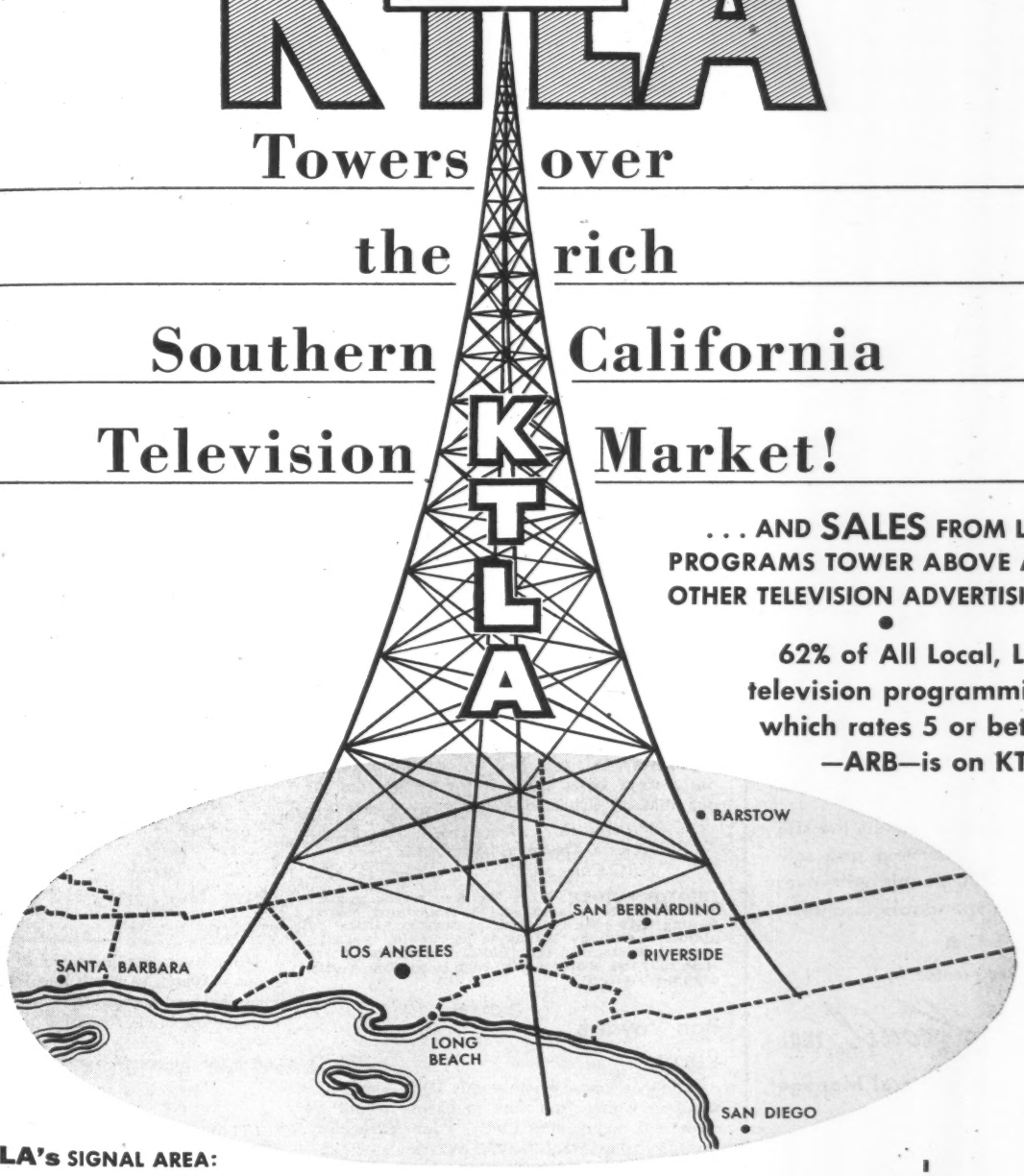
CHANNEL 5

Towers over the rich Southern California Television Market!

. . . AND **SALES** FROM LIVE PROGRAMS TOWER ABOVE ALL OTHER TELEVISION ADVERTISING

•

62% of All Local, Live television programming which rates 5 or better —ARB—is on KTLA



IN **KTLA's** SIGNAL AREA:

POPULATION 7,004,800 • RETAIL SALES $8,244,000,000 • TV SETS 2,200,000

7% of the nation's television homes can be reached by KTLA

Represented Nationally by PAUL H. RAYMER COMPANY

PULSE *proves*

WGEM-TV

the

PLACE TO BUY

WGEM-TV IS DELIVERING THE MOST VIEWERS DURING THE PRIME EVENING HOURS WHEN MAXIMUM SETS ARE IN USE. GET THE FIGURES AND AVAILABILITIES FROM AVERY-KNODEL, INC.

THE BILLBOARD **proves WGEM-TV tops for merchandising promotion for TV Film Programs in 1954 in the 200,000 area markets . . . and WGEM-TV was the only station in Illinois outside of Chicago mentioned in the survey, the other station being WGN-TV.**

Quincy's TV outlet blankets the rich Tri-State market, serving and selling over 500,000 people with over $712,000,000 spendable income.

Represented by

Avery-Knodel, INC.

Joe Bonansinga, General Manager

Newspaper affiliate

The Quincy Herald Whig

WGEM-TV QUINCY, ILLINOIS — CHANNEL 10 NBC • ABC

OPEN MIKE

Superimposition Successful

EDITOR:

The story in B•T's May 9th issue about superimposing call letters deals with what we know is a serious problem for some advertisers. But the story is merely a beginning for which we can supply the end. Mr. Best's idea is sound, practical and workable. We know because we have been using this exact system for some time and with excellent results. In fact, our setup is no different from that shown in the diagram.

Actually, we had been using optical superimposition for a variety of different purposes ever since some time in 1950. Later our station manager, Harold P. See, began to think of applying this system to commercial IDs. . . . Our national sales representatives, Free & Peters, was enthusiastic about the idea at which point Lee Berryhill, our chief engineer, and his department went to work on a practical application.

The result was that optical superimposition has been offered to all advertisers as a matter of routine since October 1954. The result is not only a technical success but has attracted numbers of new advertisers.

As a postscript to this success story, the recent installation of color telecasting equipment makes optical superimposition impracticable. However, we continue superimposition on an electronic basis which produces similar results.

R. D. Irving, Prom. Mgr.
KRON-FM-TV San Francisco, Calif.

Word Is Heard

EDITOR:

I AM SENDING THIS BY WIRE SIMPLY TO EMPHASIZE MY APPRECIATION OF YOUR EDITORIAL "A WORD TO THE WISE." YOU ARE EVERLASTINGLY RIGHT AND AN EDITORIAL OF THIS CHARACTER STAMPS YOUR PUBLICATION AS BEING OF TOP VALUE TO THE BROADCASTING FIELD.

ALLEN KANDER
STATION BROKER
WASHINGTON, D. C.

Radio News in Air

EDITOR:

I was much interested by your lead story [B•T, May 16], so I had one of the boys bat out a story based upon it for use on one of our WMAQ (Chicago) radio news programs.

William Ray, Mgr.
News & Special Events
NBC Chicago, Ill.

[EDITOR'S NOTE: Story Mr. Ray refers to dealt with Politz three-area survey confirming earlier finding that even in places of deep tv saturation almost everybody listens to the radio. WMAQ's news item stressed the Politz finding that more than half the people would turn to radio to verify a rumor of war.]

Bon Voyage

EDITOR:

I do not know whether this item constitutes news in which your fine magazine would be interested or not. On June 1 I am leaving my position as assistant to Mr. Warren E. Baker, general counsel of the FCC.

I am planning to take a motor trip to California with my wife this summer and after a very long, pleasant vacation will then probably enter the private practice of law in Rochester, N. Y., where my father practiced for more than 40 years.

I have very much enjoyed my work at the Commission and particularly my association with Mr. Baker, but, as I told Chairman McConnaughey earlier this week, it is my feeling that after nearly 11 years overall in military and government service, I now want to try my hand on the non-government side.

May I take this opportunity of saying how much I have enjoyed BROADCASTING • TELECASTING. It does an excellent job of covering a lively and very fascinating field.

Brendan McInerney, Asst. to the General Counsel
FCC
Washington, D. C.

Radio in 1955

EDITOR:

I can't tell you how pleased I am with the "Radio in 1955" feature in the April 18 issue of B•T. Of course, I do have a somewhat personal interest. However, I think the article will be of great help to everybody in radio.

Ernie Tannen, V. P. & Gen. Mgr.
WILY Pittsburgh

EDITOR:

Thanks a lot for the nice things you had to say about WGSM in your April 18 "Radio in 1955: Grass Roots Giant." . . .

Edward J. Fitzgerald, Gen. Mgr.
WGSM Huntington, N. Y.

EDITOR:

Congratulations on putting together an excellent article, "Radio in 1955: Grass Roots Giant."

In the KMAN portion of the piece there was an error. Our sister station KHAS was founded in 1940 instead of 1954 as the article reads.

Lowell E. Jack, Gen. Mgr.
KMAN Manhattan, Kan.

A Hit

EDITOR:

. . . May we take this opportunity to express our appreciation for the fine articles which appear in the B•T weekly issues. Although this newsweekly is perhaps designed primarily for the professional people in the radio and television field, we have found many articles to be of interest and assistance to us in our work for the boys of America and Canada . . .

Joseph W. Cookson, Adm. Sec.
Babe Ruth League Inc.
Trenton, N. J.

Now There Are 13

EDITOR:

Your quote on page 139 of B•T's May 16 issue—"Watch us hatch into Washington's most independent station"—is evidently an error, because the sticker referred to read as follows: "Watch us hatch into Washington's most *powerful* independent station—10,000 watts."

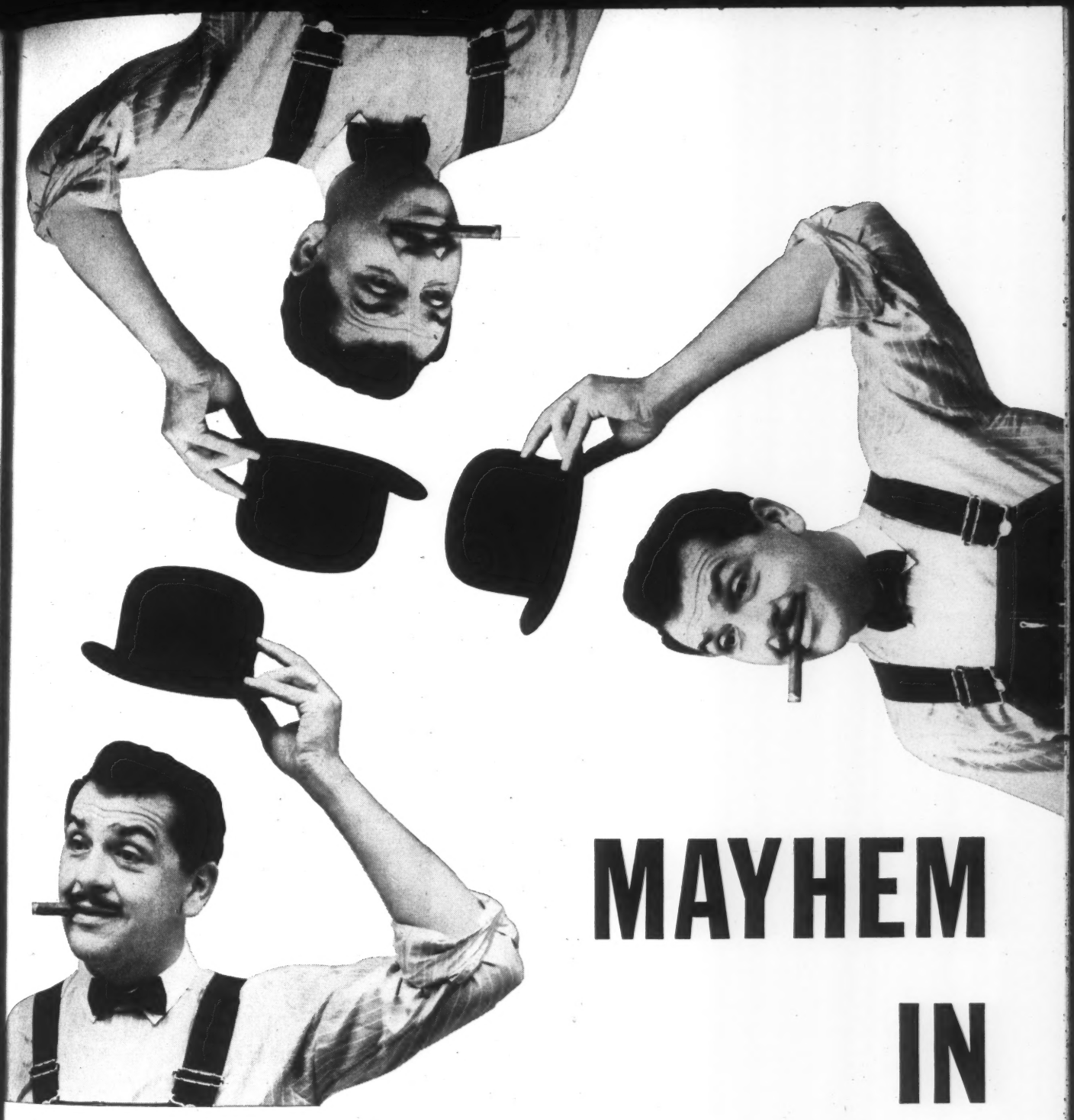
Harry Hayman, President
WPGC Morningside, Md.

[EDITOR'S NOTE: B•T's inadvertent omission adds another egg to the dozen in the package to which the sticker was affixed when it was distributed as a promotion piece by WPGC, whose call identifies its location in Prince Georges County, adjacent to Washington, D. C.].

High Tower

EDITOR:

The cartoon on the editorial page of the May 16 issue was of particular interest to me because KOB-TV's transmitter is higher than



MAYHEM IN THE A.M.

This week **ERNIE KOVACS** brings his antics

(and his friends) to **WABC Radio**

From 6 to 9 in the morning (Sundays excepted) Ernie Kovacs will be turned loose at WABC. Result: a wild, wacky combination of nonsense, music and news that will attract more people than we ever thought got up that early.

And Ernie will keep his early-bird sponsors smiling because they got there before the competition. Be an Ernie bird, too. It pays!

WABC • Radio • 770 • New York

Represented nationally by Edward Petry & Co., Inc.
New York, Chicago, Detroit, St. Louis, San Francisco, Los Angeles.

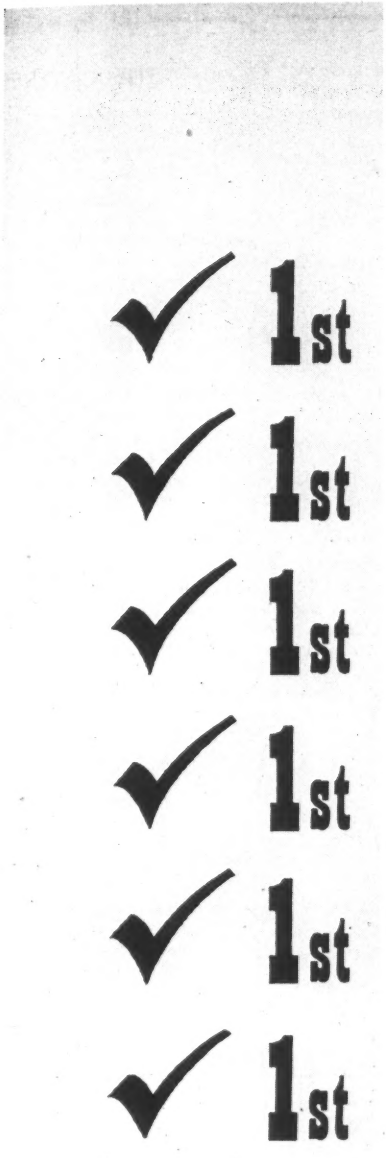
1ST . . . . . 6 Ways

Channel 13 WHBQ-TV

Memphis, Tenn.

A General Teleradio Owned Station

The Mid-South's Most Powerful Station Leads Competition In These Six Verified Market Measurements:



✓ 1st in nighttime competitively rated quarter hours from 6:00 P.M. to sign off. A.R.B. Report of March, 1955. Telepulse Report February 1-7, 1955.

✓ 1st in daytime audience. A.R.B. Report of March, 1955. Telepulse Report February 1-7, 1955.

✓ 1st in national spot advertising. Rorabaugh Report, 1st quarter, 1955, released April 25, 1955.

✓ 1st in local spot advertising. Local Air Survey conducted week of April 3, 1955.

✓ 1st in merchandising promotion. Billboard Survey published April 9, 1955.

✓ 1st in servicing film commercials. Billboard Survey published February 19, 1955.

Choose your rating service . . . check . . . measure and compare, and you will recognize the certified leadership WHBQ-TV has attained in less than two years of operation.

Channel 13 WHBQ-TV

Memphis, Tennessee
CBS and ABC Programs

Represented by Blair TV, Inc.

She's his new favorite
— only because she told him about . . .

Northern Indiana's
SUPER station
. . . 250,000
watts plus . . . with a
SUPER audience
. . . more than 208,000 UHF sets

covering the South Bend,
Elkhart, Southern Michigan
BILLION DOLLAR MARKET*

WSJV-TV
ABC NBC DUMONT
Elkhart, Indiana
Channel 52

JOHN F. DILLE, Jr., President
JOHN J. KEENAN, Commercial Manager

NORTHERN INDIANA'S
Most Powerful
STATION

For availabilities see your
H-R TELEVISION MAN
National Representatives
*See Sales Management Survey of Buying Power

OPEN MIKE

any other television station in the country. I would like, very much, to have the original of this cartoon to frame and hang in our lobby.

Wayne Coy, President
KOB-AM-TV Albuquerque, N. M.

RFE Formats

EDITOR:

Just a note to let you know that we are all very pleased with the article about Radio Free Europe in the April 18 B•T.

You will be interested to know that Bill Raefael, our program director who is mentioned in the article, has received a number of phone calls from people who want to peddle their radio formats to Radio Free Europe!

Libby Ogren, Asst. Public Relations Dir.
Radio Free Europe, New York

Gladly Granted

EDITOR:

On page 63 of the April 11 issue of B•T you ran an article entitled: "'You Are There' Evolves to Film." Since Prudential is one of the sponsors of this program, we have a particular interest in the article and would like to know if we have your permission to reproduce it. We have in mind sending a copy to each of our field offices and possibly reprinting it in some of our house organs.

W. F. Hedden, Asst. Adv. Mgr.
The Prudential Co. of America
Newark, N. J.

Radio for Banks

EDITOR:

In the March 28 issue of B•T, there appeared an article on radio advertising for banks, written by Mr. James Furniss, vice president of the C & S Bank.

We of WMLT are most anxious to obtain reprints of this article . . .

W. Newton Morris, Mgr.
WMLT Dublin, Ga.

[EDITOR'S NOTE: A limited supply of reprints of "A Georgia Bank Banks on Radio" is still available at five cents apiece.]

Up-to-Date

EDITOR:

. . . I am happy to hear that the suggestion which I made with respect to updating the list of tv stations which appear on your tv map has been accepted. I believe that you will find a favorable reaction to the idea throughout the industry . . .

Arthur S. Paroll, Dir. of Broadcast Media
Foote, Cone & Belding, New York

EDITOR:

Thanks for sending the revised station listings for the tv map. You will be pleased to know that your map is prominently and permanently fastened to the wall by my desk. I am continually amazed by the vast amount of news and informative articles that weekly cram the covers of your fine publication . . .

Peter M. Bardach
Foote, Cone & Belding, New York

EDITOR:

. . . The panel bringing the TELECASTING map up to date was certainly a fine idea . . .

C. Joseph Gavin
Cunningham & Walsh Inc., New York

IN REVIEW

THE CATERED AFFAIR

WHAT was billed as "The Catered Affair" on the Goodyear *Television Playhouse* on NBC-TV May 22 might have been more aptly titled "The Cluttered Affair."

This latest offering by Paddy Chayefsky, who has made distinguished contributions to television drama with "Marty" and other teleplays dealing with ordinary people grappling with human problems, shot wide of its mark. In an attempt to give depth to his story, Mr. Chayefsky had his characters involved in an almost endless series of current crises and old recriminations. The net result was a humorless, grim mishmash of melodramatic episodes.

It is conceivable that some grim moments can emerge when a mother insists on a catered affair for her daughter's wedding when the young lady and her fiance have decided on a quiet wedding with no reception. Here are some of the conflicts that developed in the hour-long telecast:

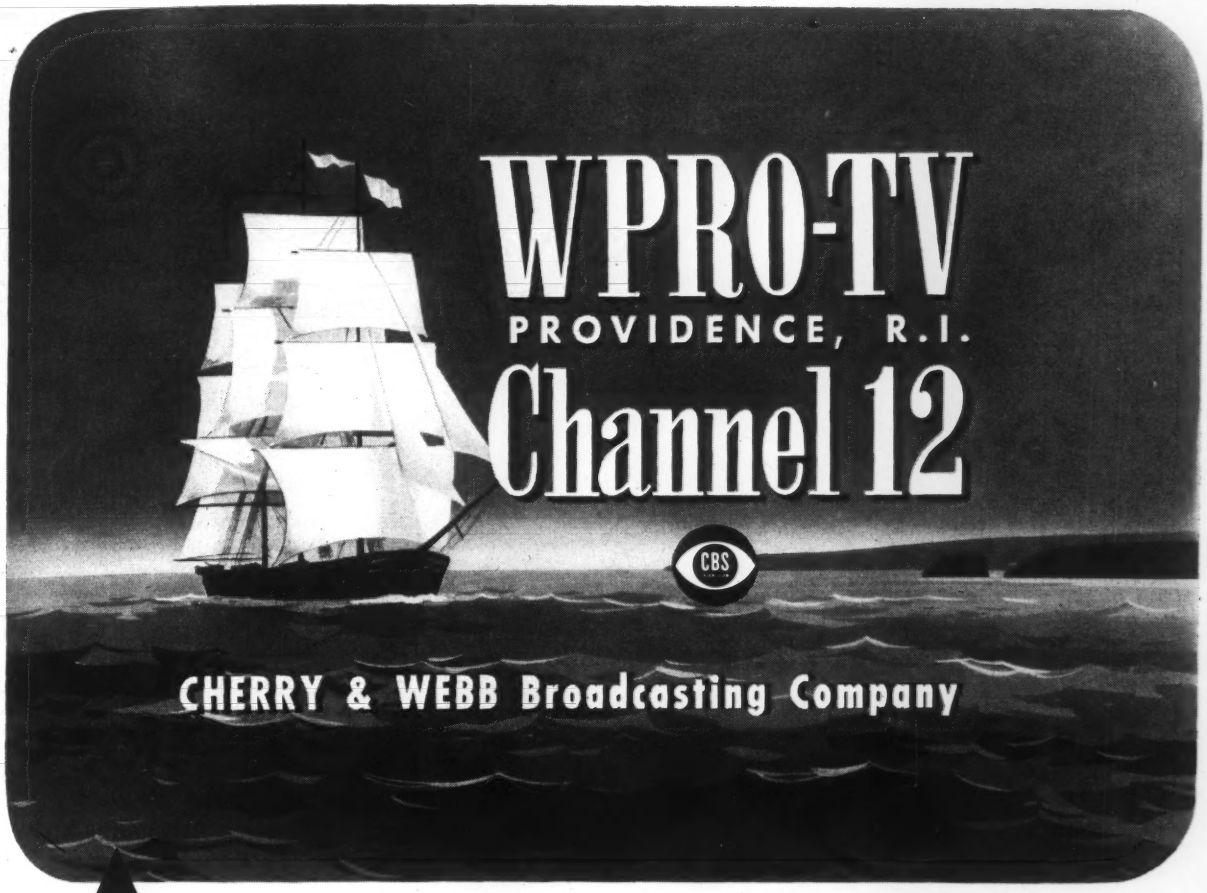
The proposed matron of honor, who is married to a man who is going to lose his job, breaks down and sobs uncontrollably because she cannot afford to buy a gown and a new suit for her husband. The father of the bride, who has been pictured as a penny-pincher, becomes embroiled in endless spats with his wife because he will have spent funds for the catered affair, which he had earmarked for his "dream"—a taxicab of his own. The future bride and groom will have to forego a honeymoon trip to California because the catered affair requires more preparation, and a free auto ride to the West Coast will no longer be available. The bachelor uncle, who makes his home with the intended bride and parents, decides to board out because he cannot invite two old friends to the wedding reception. The mother is driven to the point of telling both her daughter and her husband that her marriage was arranged by her father and that she never had been loved. She also confesses that she always has favored her son, killed in Korea, over the daughter and wanted a catered affair to make up for this deficiency.

It is apparent from this brief recital of old antagonisms—and there were many more—that Mr. Chayefsky was attempting to paint a portrait of an extremely harassed family. He could have accomplished this objective with less talk, less histrionics, and certainly, less hysteria.

The cast was uniformly excellent, particularly Thelma Ritter as the mother; Pat Henning as the father, and Billy Greene as the boorish father of the groom.

Sponsored by Goodyear Tire & Rubber Co., through Young & Rubicam, on NBC-TV on Sun., 9-10 p.m. EDT on alternate weeks. "The Catered Affair" was telecast on May 22.

Production Costs—Approximately $35,000
Writer—Paddy Chayefsky
Producer—Gordon Duff
Director—Robert Mulligan
Assoc. Producer—Robert Alan Aurthur
Assoc. Director—Dean Whitmore
Cast:
mother—Thelma Ritter
father—Pat Henning
uncle Jack—J. Pat O'Malley
bride—Kathleen Maguire
kid brother—Andy Mulligan
Alice, bride's friend—Nancy Marchand
groom—Michael Higgins
Mr. & Mrs. Halloran—Billy Greene and Katherine Hynes



The symbol of TOP TELEVISION in New England's BIG THREE Market

Two months ago, WPRO-TV made its debut on Channel 12 in the nation's 14th market—the "Big Three" market comprised of Providence, Fall River and New Bedford. Public acclaim for this new television service has been overwhelming. *(Ask BLAIR-TV for the proof!)*

In this market where the familiar call letters WPRO have long stood for the best in radio, WPRO-TV now offers the best in television—a continuation of Cherry & Webb Broadcasting Company's more than twenty-three years of community service.

Basic CBS Television

WPRO-TV CBS TELEVISION NETWORK

CHANNEL 12 • 316,000 WATTS

Represented exclusively by BLAIR-TV

When today's Horatio grabs his Hooper or Platonius peruses his Pulse he's obviously looking for facts . . . and when he studies either of those studies (ARB too) he's going to rediscover what he already knows; i.e., there's no station like WTRF-TV in the Wheeling-Steubenville Two Billion Dollar Market. By every accepted standard of measurement WTRF-TV dominates by a wide margin, indicating that the 397,000 families in the WTRF-TV coverage area, owning 304,778 television receivers prefer this unusually popular, watchable station. The upper Ohio Valley, known as "the rich Ruhr Valley of America", covered by WTRF-TV, is continuing to attract major industry because of its abundance of natural resources and fuel and a plentiful supply of manpower. So, when making up a schedule, or adding to one, don't be carried away by magnified coverage figures; get the facts; check the ratings; find out who's viewing what. When you do you will realize WTRF-TV is dominating an important market—worth your consideration.

A phone call will cause any Hollingbery man to grab his toga and laurel crown and come a-running to your office to show you the latest Hooper, Telepulse, ARB figures, or the NBC schedule. If you insist on the facts direct from the inner sanctum, call Wheeling 1177 and let Caesar Bob Ferguson tell you how "*Omnia Gallia est divisa en tres partes*" and how WTRF-TV's part is better than 2 to 1 of the tuned in audience between noon and midnight.
Pax Vobiscum.

NBC-ABC. Equipped for network color. **WTRF-TV, CHANNEL 7 316,000 WATTS WHEELING, WEST VIRGINIA**

MILESTONES

► JOHN CAMPION, control room operator, WDRC Hartford, Conn., is marking his 13th year with the station.

► MEL GOLDBECK, production manager, Gardner Adv. Co., St. Louis, has marked his 35th anniversary with the agency.

► KFH Wichita, Kan., is observing its 31st anniversary of broadcasting.

► FRANK HEMINGWAY, newscaster, Don Lee Broadcasting System, Hollywood, is celebrating his 11th year with the network.

► WMAQ-AM-FM Chicago has begun the third year of its *NEW DIMENSIONS* stereophonic sound series described by the station as "3-D radio."

► CBS-TV's *BEAT THE CLOCK* is celebrating its sixth year on the air.

► JOHN F. DELISA, personality-music librarian, WTIC Hartford, Conn., has observed his 25th year with the station.

► JOHN HARRISON, transmitter engineer, WIP Philadelphia, is celebrating his 23d year with the station.

► HOWIE LEONARD, announcer-disc m.c., WPOR Portland, Me., is marking his seventh year in radio.

► KUDL Kansas City, Mo., has commemorated its second birthday.

► MILTON CROSS, commentator, ABC Radio *Metropolitan Opera* series, has celebrated his 15th anniversary with the program.

► ARTHUR E. RICHARDES, local sales manager, WSBT-AM-TV South Bend, Ind., has celebrated his 25th year as a member of the station's staff.

► HARRY BRODERICK, chief engineer, WDRC-WFMQ (FM) Hartford, Conn., is observing his 14th year with the stations.

► SID FULLER, newscaster, KHJ Hollywood, has marked his 12th year in broadcasting.

WDBJ Roanoke, Va., found it fitting to present a cake to a baker. Ray P. Jordan (l), WDBJ general manager, pays tribute to Frank Welch, president and manager of Rainbo Bread Co., as Rainbo celebrated its 20th anniversary as sponsor of WDBJ's *The Musical Clock* (7 a.m. weekdays).

"I got it straight from a timebuyer.."

"Sure . . *you* know who! Old Ivorytower from Mumblethrush, Supersell & Erudite—the big agency that's got all the radio-TV billing. He was sitting right there . . where the lady is . . and he says to this young fellow with him . ."

(Know who's talking? That's Sam, master barman at Radio City's English Grill — precise as a Heidelberg chemist in the art of blending. What's more, he probably knows more top timebuyers than you do. So listen . .)

"This fellow — he's watching the skaters in the short skirts, see? But he sure jumps when Ivorytower asks: 'How'd you like to find another job for yourself?' 'Huh?' says the guy, sort of strangling-like.

"Well, sir, old Ivorytower gives him a three-decimal-point look and then says: 'I checked that new schedule you made up yesterday. So when did Maine secede from the Union? Half a billion annual retail sales in seven counties . . a couple of powerhouses like WABI and WABI-TV to cover it . . audience loyalty like a Dodger fan's — and *you* ignore all this? I should give you back to the mailroom!'

"That fellow didn't even wait for his London broil. Hightailed it right out of here to get latest availabilities on WABI and WABI-TV. Even *I* could've told him he pulled a rhubarb. You folks got anything to sell up Maine-way . . .?"

wabi AM TV

Represented by: George P. Hollingbery — Nationally
Kettell-Carter — New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

Turnip greens or sirloin steaks—it's all the same to Uncle Ned; he tells our audience how good they are and they go right out and buy.

He's an equally good salesman on Radio or TV.

Scott's Super Market writes Uncle Ned:

"You have been on radio and television for us for about three years . . . today our business is more than double that of 1951, and 3½ times larger than in 1948, and we hope 1955 will be even larger than 1954 which was by far our best year . . . we want to express to you and your entire band our many, many thanks for a job well done—the very best."

As to turnips green, here's an unsolicited letter from the White Packing Company, Vienna, Ga.

"You have been advertising our Georgia Brand turnip greens for about a year and I would like to try to thank you for the wonderful job you have done in promoting and assisting us in the sales of this product. Our relations with Uncle Ned and His Hayloft Jamboree have been fulfilling and we are looking forward to continuing these favorable relations."

Lots more like those, but you get the idea. We've got the boy to sell and get aboard our Hayloft Jamboree. your product, so choose your partner See Avery-Knodel for TV; Katz for the radio session.

Cobb

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to VINCENT RICHARD BLISS

WHEN the American Assn. of Advertising Agencies elected Vincent Bliss a director, representing the central region, it once again recognized the niche carved by a leading Chicago executive in the halls of the AAAA and Earle Ludgin & Co.

At the national level, Mr. Bliss has been active in AAAA work for some years, particularly in the trade association's agency-educator program. Among Chicago agency colleagues he has won acclaim as a foremost creative specialist grounded in the intricacies of merchandising.

A veteran of 23 years with the same agency, Mr. Bliss was elevated to the presidency of Earle Ludgin & Co. last January, in a top-level realignment that brought Earle Ludgin to the post of board chairman. The promotion of Mr. Bliss and others was attributed to the "recent rapid growth" of the agency, which bills about $10 million annually, perhaps half of which derives from radio and television.

As for himself, friends are still mildly surprised that Vincent Bliss, a product of Chicago, was the author of the All Purpose Rit radio jingles and was one of the first instrumental in bringing the symphony orchestra to commercial television.

Mr. Bliss spent 14 years in the mercantile world before deciding to get into a wider field and joining his lifelong friend, Earle Ludgin. The association has proved a fruitful one for the agency.

Vincent Richard Bliss, born on Nov. 30, 1897, was attending Wendell Phillips High School when a fortuitous thing took place: the advertising director of Albert Pick-Barth Co., merchandising-manufacturing firm, chose him along with five other boys to serve as apprentices at $7 per week in an organization handling about $30 million in business each year. The firm and its subsidiaries specialized in hotel equipment and furnishings.

At that time, in the early 1900's, Albert Pick-Barth Co. included such groups as the John Van Range Co., White Door Bed Co. and Clinton Carpet Co. (marketers of Ozite rug cushions).

Young Mr. Bliss started as a cub in the parent firm's catalog department and was appointed advertising manager when only 21. He immediately became interested in creative labors, working in sales promotion, and finally was made special sales director.

When the Pick organization was sold to other interests in 1927, Mr. Bliss became a partner in Taylor, Rogers & Bliss, a sales and marketing consultant for advertisers, agencies and others.

In 1932, the time for decision arose and Mr. Bliss joined Mr. Ludgin, an alumnus of Albert Pick-Barth Co. as vice president. Like most principals of the Ludgin agency, Mr. Bliss was both creative man and account executive. For many years he was responsible for numerous broadcast accounts, including the writing of radio commercials and other phases.

One of "the earliest and most interesting campaigns," Mr. Bliss recalls, was the catchy jingle series for Rit Products Corp. (now in television exclusively). Another series which he nurtured was the Chicago Symphony Orchestra, a veteran on radio for many years and now on television for the past few seasons under sponsorship of the Chicago Title & Trust Co.

Today Mr. Bliss is head of an agency which numbers among its radio and/or tv accounts such clients as Helene Curtis (Spray Net, Lanolin Discovery), Jules Montenier Inc. (Stopette, Poof, Finesse), Best Foods Inc. (Shinola), Rath Packing Co., W. F. McLaughlin Co. (Manor House coffee), Bendix laundry appliances, Crosley kitchen appliances. Mr. Bliss had moved up from vice president to executive vice president of the Ludgin agency in 1946.

In his position as head of one of Chicago's fastest growing agencies and a prominent figure in the AAAA, Mr. Bliss feels the broadcast industry is "nearing the end of a transition period of the past three or four years" with respect to the roles played by radio and television. He also is concerned with the "position in which the television industry finds itself as to what I consider dangerous commercial abuses." He says:

"There is a very serious problem with respect to commercials and a murderous problem with respect to costs." He adds that "we may be forced closer to the magazine concept" in programming.

On radio he says

"We have been trying, where it will fit, to employ radio, but there is no use pretending that radio is not being overshadowed by tv. Radio activity is much less strong for us than tv now."

The agency-educator project was motivated in the AAAA central region, with Mr. Bliss taking an active hand on its task forces. He feels there should be a greater understanding by school faculty members of advertising's role in the nation's economy.

Mr. Bliss' hobbies are nature subjects (he's president of the Natural History Society of Barrington), music and travel. He married the former Alma Stephenson. They have a married daughter, Mrs. David Main, and live in suburban Barrington.

MEREDITH
Radio and Television
STATIONS

KANSAS CITY:	**KCMO Radio & KCMO-TV**	The Katz Agency
SYRACUSE:	**WHEN Radio & WHEN-TV**	The Katz Agency
PHOENIX:	**KPHO Radio & KPHO-TV**	The Katz Agency
OMAHA:	**WOW Radio & WOW-TV**	John Blair & Co. and Blair-TV

Affiliated With **Better Homes and Gardens** and **Successful Farming** Magazines

FIRST IN RADIO!

FIRST IN TV!

KWFT-TV
CHANNEL 6

in Wichita Falls
Texas!

CBS AND DuMONT
TELEVISION NETWORKS

Wichita Falls Television, Inc.

ROBERT OAKLEY

on all accounts

ROBERT G. OAKLEY is a rare executive in Chicago advertising circles. His background is literally devoid of lengthy agency experience and he virtually grew up in the marketing and distribution phases of the oil business.

Today, at the age of 32, Mr. Oakley is vice president of Maryland Adv. Agency Inc., Chicago, which handles the mushrooming Oklahoma Oil radio-tv account. Mr. Oakley triples in brass: he writes copy for its commercials, dabbles in production and buys time in the highly-competitive Chicago oil-gas market.

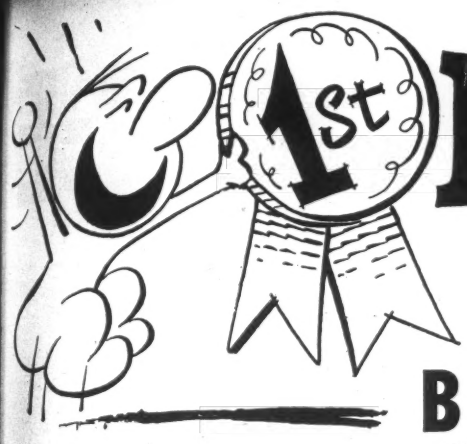
Oklahoma currently spends about three-quarters of a million dollars on Chicago radio-tv sports and other programs, including co-sponsorship of Cubs and White Sox home telecasts on WGN-TV; a fourth of an all-year-round $500,000 radio sports package on WCFL, and a strip of Tom Duggan's nightly commentary on WBKB (TV). The sports bundle comprises Sox baseball, Notre Dame and Chicago Cardinals football, Blackhawks hockey and the *Bob Elson Show*.

Mr. Oakley himself has been athletically inclined since he played high school football and basketball for De LaSalle Institute. He was born in Chicago on Jan. 8, 1923. After high school, he majored in business administration (while playing golf and basketball) at the U. of Chicago for three-and-a-half years. He also attended the U. of Wyoming and later the Cite Universitaire Dijon while with the 66th Infantry Div. overseas.

He started his business career with Jos. T. Ryerson & Sons in steel warehouse sales in 1946, served one year with Snow Crop Marketers Div. of Clinton Foods in sales promotion and worked with Oklahoma Oil Co.'s Fuel Oil Div. as assistant sales manager for five years, before joining the Maryland agency in November 1953.

Among other accounts on which Mr. Oakley rides herd are Riley Oil Corp., Lake River Terminals Inc., Thaw Corp. and South Side Petroleum Co. Needless to say, he believes avidly in advertising, and particularly in tv sports programs

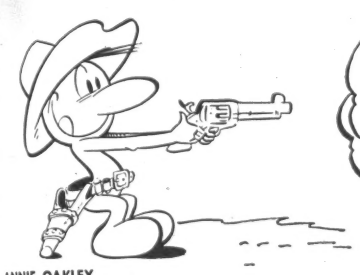
Mr. Oakley married the former Joan Dillon. They have two children, Robert B., 1½, and Lisa C., 2½, and live in Chicago's South Shore district. An ardent golfer (he was champion of the South Shore Country Club 1953-54), he also belongs to the Builders Tee Club and Phi Delta Theta Alumni Club.



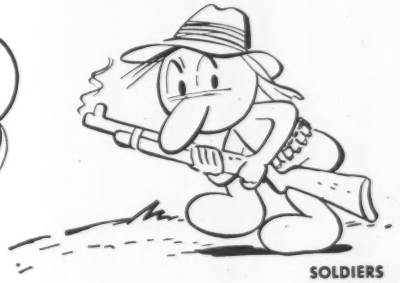
KTVH Wins

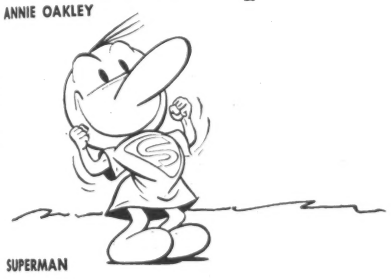
WICHITA
HUTCHINSON

BILLBOARD AWARD!
(FOR TV FILM PROGRAM PROMOTION)


ANNIE OAKLEY

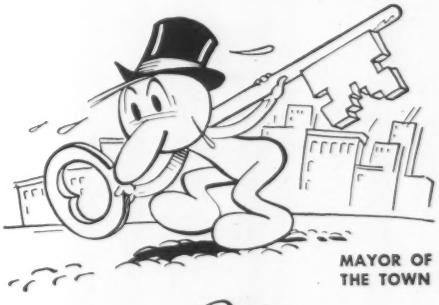
NEWS, WEATHER AND SPORTS


SOLDIERS OF FORTUNE

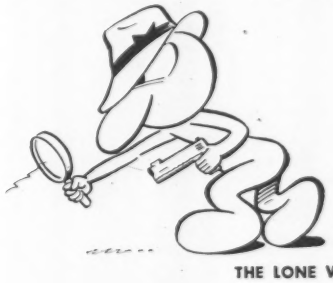

SUPERMAN

Put "Windy" On Your Payroll, Too!

Yes, "Windy," the very spirit of Kansas TV, is always on the job for you, your show and your product when you enlist the services of KTVH with its dominance of the TV audience in the rich mid-Kansas area. Contact a KTVH representative, today!


MAYOR OF THE TOWN

THE AMES BROTHERS SHOW


THE LONE WOLF

LIBERACE

CALL THE PLAY

KTVH
HUTCHINSON

VHF 240,000 WATTS
KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

CHANNEL 12
CBS BASIC-DUMONT
Represented Nationally by H-R Representatives, Inc.

MORE THAN 2200 BROADCASTERS SAW THIS EQUIPMENT IN ACTION AT THE NARTB CONVENTION...

NEW G-E

...they saw rock-steady pictures from film and slides

More than 2200 broadcasters saw G.E. prove the superiority of this new, complete Color Film Center at the Washington, D. C. show. On-the-spot studio demonstrations of the color monitor, fed from the new G-E Film Center convinced even the most critical viewers that here is live, vital color—faithfully reproduced in crisp precise detail. As color TV comes more and more into its own, G.E. stands ready to provide equipment for picture quality to please sponsor and home viewer alike.

...they considered and compared these outstanding advantages:

1. This scanner system coupled with Eastman Kodak's perfected continuous motion projector results in exceptionally high light transmission for the brightest, cleanest, sharpest color television pictures.

2. Many times the light output of other CM optical systems to make it possible to obtain the best pictures from your "problem" films regardless of age or density.

3. Automatic film-shrinkage compensation—virtually guarantees the same quality of projection time after time regardless of film shrinkage.

4. Available for monochrome or color projection.

5. You can block build. Start with 2x2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second CM projector, when needed, for monochrome or color film facilities.

6. Separate scanner tubes in each projector—assure reduced lost air-time in event of tube failure.

7. Reduced maintenance and operating costs. Accessibility, simplicity of circuits, and minimum adjustments during operation, cut manpower costs.

8. Masking amplifier actually can make final picture better than original film.

COLOR FILM CENTER-

G-E Color Film Center...

consists of a 2 x 2 Dual Slide Scanner and two continuous motion 16mm Film Scanners feeding into a Channel Pickup.

Block build your color equipment—purchase the Slide Scanner separately for initial venture into color. Later, add one projector, or two, as illustrated.

Or, buy it for Monochrome and change over easily to color when you are ready.

Projector designed by EASTMAN KODAK COMPANY

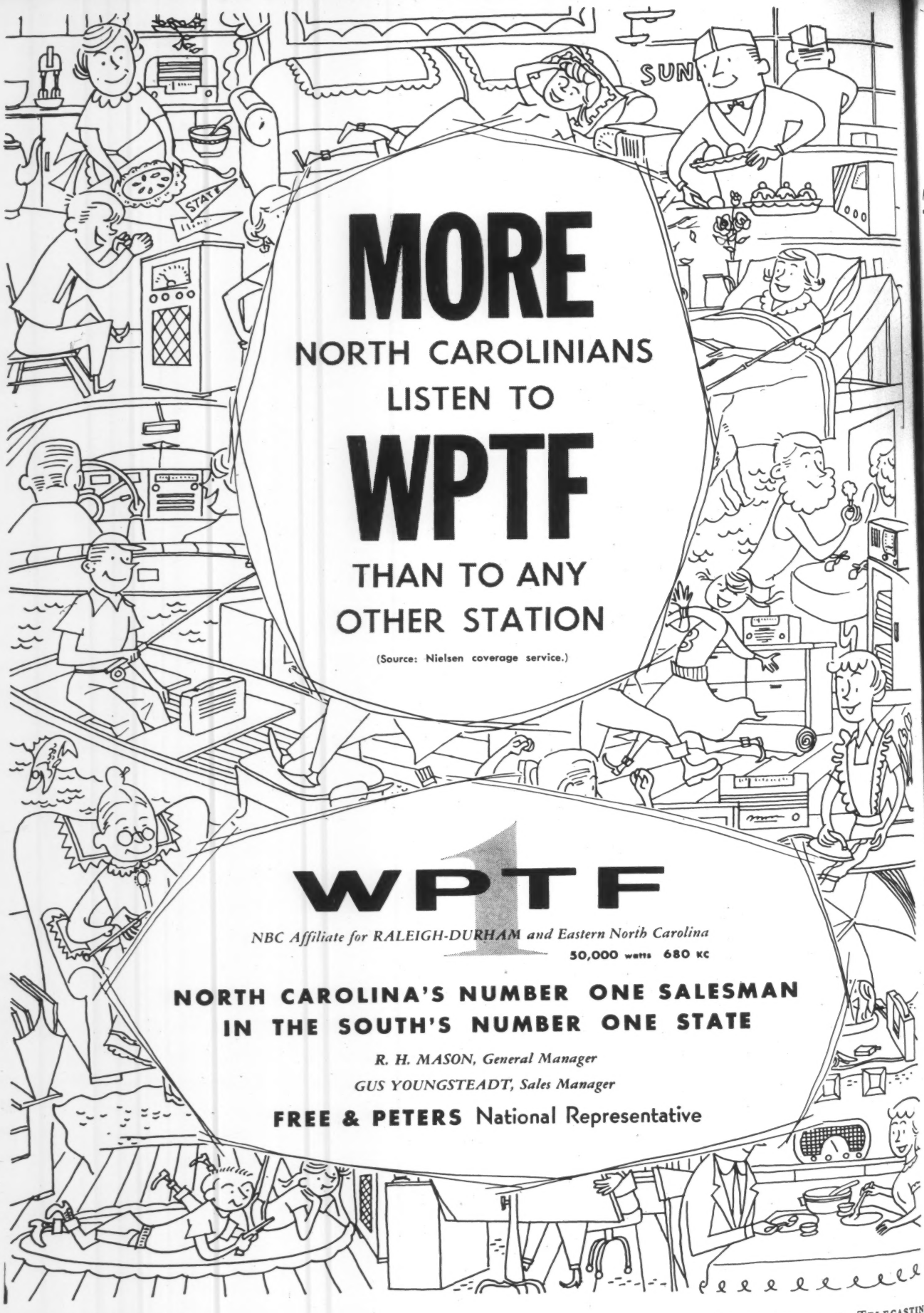
Miss the NARTB Show? Here's How To "Compare-it-Yourself"—at your desk! Even though you may have missed the convention and demonstration of the new G-E Color Film Center, your G-E Regional or District Manager has the detailed specifications for you. He has a handy "compare it yourself" chart for you also. Check him for the facts, or write: *General Electric Company, Section X255-31, Broadcast Equipment, Electronics Park, Syracuse, New York.* In Canada write: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

PYRAMID PLAN FOR COLOR TV

ASK GENERAL ELECTRIC TO HELP YOU BLUE-PRINT YOUR STEPS TO COLOR

Progress Is Our Most Important Product

GENERAL ELECTRIC


MORE
NORTH CAROLINIANS
LISTEN TO
WPTF
THAN TO ANY
OTHER STATION
(Source: Nielsen coverage service.)
WPTF
NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina
50,000 watts 680 KC
NORTH CAROLINA'S NUMBER ONE SALESMAN
IN THE SOUTH'S NUMBER ONE STATE
R. H. MASON, General Manager
GUS YOUNGSTEADT, Sales Manager
FREE & PETERS National Representative

BROADCASTING TELECASTING

May 30, 1955

Vol. 48, No. 22

BROADCASTING COMES AWAY WITH NEW LUSTER, STATURE

Eisenhower's precedent-making appearance before the NARTB in Washington hikes broadcasting prestige. Convention draws 2,000 delegates for packed agenda of speeches and an estimated $10 million in exhibits. Site of next year's convention: Chicago.

BROADCASTERS and the President of the United States got acquainted last week—for the first time. They discovered, within a vast new Washington auditorium, that their interests are common and their feelings mutual. Most important, President Eisenhower joined the 3½-decade fight for freedom of the airwaves.

As 2,000 leg and seat-weary delegates left their convention hotels—and the plural "hotels" is used deliberately—they mostly carried thoughts of a week well spent as convention weeks go.

NARTB's annual meeting was practically fight-free, somewhat of a letdown to those who like their conventions strewn with bombs and casualties.

It was, in the opinion of hundreds of contacted delegates, a highly successful commercial clinic and broadcaster-government family reunion. Those who came with open ears and sharpened pencils got their money's worth and they are now back home with stacks of helpful hints on how to run a radio or television station (see pages that follow).

Those eager enough to endure several times a day the shuttle-bus and taxicab traffic between the Shoreham and Sheraton Park hotels had a chance to see possibly $10 million in technical equipment and two full floors of film-program-light equipment exhibits plus a third exhibit of public service contributions by broadcasters and The Advertising Council.

A lot of business was done at the exhibits—most of the exhibitors aren't saying how much. Film firms, becoming more important every year in the convention picture, had educational and attractive displays—especially the latter although in more restrained form than was the case at recent NARTB meetings in Chicago and Los Angeles.

The biggest dud of the formal program was subscription tv. It had been unofficially billed in advance as the firecracker of the week, but nothing happened except some impotent press-agentry and a warning by NARTB President Harold E. Fellows that NARTB may join the ballyhoo parade if artificial influencing of public opinion continues. A resolution lightly exploring pay-to-see tv didn't get through the Resolutions Committee because this group felt NARTB's Tv Board had covered the matter adequately in a recent statement to the FCC. This statement didn't oppose pay-to-see tv but warned against any harmful tampering with service to the public over existing channels.

Radio emerged hopeful and confident, compared to the blues that marked the 1954 Chicago meeting. Fm broadcasters saw hope in multiplexing and parried an effort to take a stand on subscription tv by coupling it with contract-fm.

Exhibitors ran the gamut of promotional and teaser gimmicks, including a synthetic Marilyn Monroe who didn't quite match the authentic topography of the widely circulated calendars that many delegates carefully carried around.

The 1955 NARTB convention was the best attended in history—and that includes the meeting halls. Its programming was well organized—so well that it almost had an automation personality at times. This careful planning of a four-day agenda, plus a pre-Sunday warmup that included the B•T golf tournament and social affairs, served to prevent oratorical barrages and the unbilled skirmishing that have brightened—and marred—past conventions.

With all the meetings and meals and reception spots, there appeared unanimous accord on one outstanding conclusion: The broadcasting industry is at last gaining equal access with the press to the ears of Washington's top administrative, legislative and regulatory people.

Delegates felt 1955 marked the end of the "you folks have a pretty good thing there" type of attitude that has come from tolerant public officials. President Eisenhower sounded a warning about broadcasters' responsibilities and the obligation to serve the public. The chairmen of the Senate and House Commerce Committees talked much plainer and made it clear that public pressures are being felt on the Hill.

All of them indicated that Capitol Hill and Pennsylvania Ave. are aware that radio and television are the most powerful intelligence devices known to mankind and deserve fair legislation and regulation.

That expression of awareness showed the wisdom of convention planners in picking Washtington for a meeting site, NARTB's official family agreed at the weekend. It more than offset, they felt, the housing agonies of many delegates and the inter-hotel traffic nuisance.

As it now stands, NARTB's next two conventions are slated for Chicago, where hotels abound and one roof can house the whole official works. Another Los Angeles meeting for 1958 is tentatively considered.

The week was full of highspots, besides the first broadcast convention address by a President of the United States. The huge new Sheraton Hall was a blessing, accommodating over 3,000 at meetings and 2,000 at meals. FCC Comr. Robert E. Lee offered a plan to put all tv in vhf—60 to 342 mc (47 channels). Electronic miracles were performed in the Shoreham's garage, where heavy stuff was shown and one major company—General Electric—surprised itself by coming up with a tape-controlled tv automatic programming gimmick designed originally to solve a display-booth manpower problem and suddenly became a brand new product.

Automation abounded among exhibits, as did

PRESIDENT EISENHOWER, who addressed NARTB convention delegates last Tuesday morning, meets Clair R. McCollough (c), Steinman Stations, and Henry Clay, KWKH Shreveport, La., co-chairmen of the 1955 convention.

interested delegates who ignored the warmish surroundings to look and learn.

Co-chairmen of the Convention Committee were Clair R. McCollough, Steinman Stations, for tv and Henry Clay, KWKH Shreveport, La., for radio.

A topical summary of the week's principal developments follows:

THE PRESIDENT

Historically, the one truly notable event of the meeting was President Eisenhower's tribute to the role radio-tv are taking in keeping the nation and the world informed, a role that offers the way to win the cold war and insure world peace.

His appearance, the first made by a president at a broadcasters convention, moved him to hope that future presidents "will find it not only convenient but practically necessary to appear before you and tell you, in their turn, what is on their hearts at the moment."

This suggestion moved FCC Chairman George C. McConnaughey to urge broadcasters to see that the President appears at the convention every year "for the next five years"—an informal reference to the 1956 elections that drew a chuckle from the 3,000-plus audience.

President Eisenhower spoke without text or prompting apparatus. He found a sympathetic audience in prescribing government's role to decisions on who is to use channels and adherence to the rules of decency. He counseled stations on their responsibility to the public and in effect urged separation of news and editorial matter. Finally he urged broadcasters to work out ways of keeping their "great media free in the truest sense of the word."

CAPITOL HILL

Assurance that the Senate Interstate Commerce Committee will conduct a fair and objective study, with the hope that service to the industry will serve the public, was given Thursday noon by Chairman Warren G. Magnuson. He said the "study" will begin after recess of Congress, probably before mid-August, and will not be an "investigation." The chairman firmly declared his faith in the American system of free broadcasting and promised to work for deletion of the excise tax on tv sets as a way of helping uhf. He said network-station relationships will be reviewed as well as the FCC allocation plan.

A better-listen-to-daddy approach was taken by Sen. Magnuson's opposite number, Chairman J. Percy Priest (D-Tenn.) of the House Commerce Commitee. The way heat is being turned on legislators, he said, it's doubtful if broadcasters would be able to get the freedom specified in the 1927 and 1934 radio laws if the act were being written today. He warned that demand for repeal of the charter of freedom, or at least a change, may come if the feeling grows in Congress that broadcasters are abdicating responsibilities to networks and advertising agencies or advertisers.

Nearly a dozen state associations held breakfast meetings with the lawmakers.

THE COMMISSION

A packed ballroom tuned in for the annual face-to-face meeting with the seven FCC Commissioners. The banter, and banging, were good listening even if few major issues were solved. The regulators cheerfully submitted to the open-door Commission meeting, and let go an occasional shot at each other in a healthy swapping of ideas.

If a decision were rendered on the oratorical point system, Comr. Frieda Hennock probably would get the fans' nod. At one point she and Comr. John C. Doerfer stood toe-to-toe on the matter of free political time.

The matchmakers had ruled out the prime topic of all—subscription tv. This is a pending question at FCC and it was relegated to official procedure rather than the convention forum.

Topics discussed included newspaper ownership, which Comr. Lee favored and Comr. Hennock opposed, with Chairman McConnaughey not opposed to the idea; daytime station uniform hours; higher power for 250-watters; military grabbing of spectrum space; educational reservations, and revision of the protest rule.

Turn about is fair play, it was decided, so the Commissioners asked broadcasters to list the regulatory questions that concern them most.

In his separate speech Tuesday noon Chairman McConnaughey said FCC will soon dispense a plan to up the maximum power of uhf stations from one million to five million watts.

The FCC staff, he said, is working on another let's-help-uhf project—a probe of the chance of getting set-makers to turn out more sensitive uhf receivers. He favored an FCC study of networks, and the whole industry, as well; wondered if license renewals were being processed with out-of-fashion tools; held out for quick decisions on long-standing daytime-sky-wave and clear-channel proceedings; urged a speedup in FCC operations and flatly came out for as few government controls as possible.

Chairman McConnaughey's belief that three tv networks can survive, expressed before Rep. Priest's committee last month, was relayed to broadcasters by the Tennessee Democrat.

When the committee head brought this out, the FCC Chairman readily confirmed the statement, saying he wasn't sure about a fourth or fifth.

RADIO

There was one encouraging sign that no delegate missed—the dramatic evidence that radio once more is on the march. A year ago, they recalled, a speaker had chided radio broadcasters for their weak-kneed selling and defensive attitude. Kevin B. Sweeney, Radio Advertising Bureau president, put it eloquently in these words, " . . . the biggest, fastest growing, most changed and America's newest advertising medium."

Wednesday was Radio Day, and homeward bound broadcasters felt a new confidence as advertisers themselves told how the medium brings in customers. Corridors buzzed all day and into the night after David J. Mahoney, president of the New York agency bearing his name, called it a "vibrant medium" going through a "transitional period" and then proceeded to show how powerful radio advertising now is and how powerful it is going to be.

CBS Radio stuck to recent convention tradition by coming up with a radio rate revision but ran into affiliate objections. Instead of cutting night rates (1954 convention) or revising the card downward (1951 convention), CBS Radio offered its affiliates a single rate for all time periods.

The CBS Radio Affiliates Assn. board agreed to this single rate but it balked at an allied plan to cut affiliates compensation 25%. To offset this 25% cut, CBS Radio offered to give stations more 70-second station breaks for local sale, day and night.

Affiliates and network will continue to study rate revision. They have until Aug. 25, when the present contracts expire.

Radio can learn a few public relations techniques from the tv code of ethics, it was pointed out by E. R. Vadeboncoeur, WSYR Syracuse.

MBS announced a plan for more flexibility in network selling. It includes six-second commercials within the network's identification cue. Mutual made clear that it intends to survive despite predictions that only one or two radio networks may be operating in two or three years.

ABC flatly declared itself against further cuts in network radio time costs, no matter what others do. ABC President Robert E. Kintner and other top officials defended network radio

B•T GOLF trophies are awarded to Joseph M. Higgins (l), general manager of WTHI Terre Haute, Ind., and Marshall H. Pengra, general manager, KLTV (TV) Tyler, Tex., by Vice President Richard Nixon. The tournament took place May 22 at Goose Creek Country Club, Leesburg, Va. [see story, page 92.]

THE ORDER CHANGES

. . . An Editorial

AN ERA ends at the FCC with the nomination by President Eisenhower of Richard A. Mack of Florida to succeed Comr. Frieda B. Hennock, who for seven years has been the Commission's most exciting and most excitable member. Miss Hennock was the first and only woman to serve on the Commission. There obviously is no present disposition to appoint another.

The question arises whether Mr. Mack's ascendancy will mark the beginning of a new era at the FCC. He is the third commissioner named by Mr. Eisenhower direct from the common carrier field, and who has been identified with National Assn. of Railroad & Public Utilities Commissioners. Chairman George C. McConnaughey, a former president of this association, had been head of the Ohio State Commission, and Comr. John C. Doerfer had been chairman of the Wisconsin Commission.

Mr. Mack comes well recommended, and those who know his Florida service say he has great capacity and ability and is progressive. Both Messrs. McConnaughey and Doerfer have demonstrated energy and have quickly absorbed knowledge of the FCC's complex functions. The one misgiving heard is that a common carrier regulatory background breeds a common carrier approach to broadcasting, wherein the government fixes rates charged the public, and controls profits. Such a concept, applied to radio or television, would destroy its free estate. It is gravely important in the FCC's consideration of subscription tv.

So far these misgivings have proved groundless in the cases of Messrs. McConnaughey and Doerfer. If anything, they have been more liberal in their approach to the freedom of broadcasting from undue regulation than some of their non-common carrier colleagues. Miss Hennock, for example.

Mr. Mack adds a new dimension to the FCC's membership in another respect. He majored in business administration at the University of Florida. Before he entered state government, he was general manager of the Port Everglades Rock Co. in Florida, suppliers of rock for road-beds and for other construction purposes. The FCC now has four lawyers (McConnaughey, Hyde, Doerfer and Hennock); one accountant-attorney (Lee); one engineer (Webster) and one businessman-broadcaster (Bartley). Mr. Mack's appointment subtracts one lawyer and adds one businessman.

A footnote on Miss Hennock. It would have been better if she had decided not to seek reappointment after having devoted seven years, at personal financial sacrifice, to the government. It had been apparent for some months that the Administration had no intention of reappointing her. But she nevertheless insisted upon keeping her own counsel and of awaiting what to her colleagues and most observers was the inevitable.

Miss Hennock worked hard at those projects which interested her. She was the Joan of Arc of educational television. She went all out in support of the minorities. Legally, she kept the record straight. There was no doubt about where she stood on any subject of interest to her. Each became a *cause celebre*.

Miss Hennock, we have no doubt, will do well in her return to law practice. She is able and persevering. We would rather have her for us than against us.

---

as a powerful and salable advertising medium despite television.

TELEVISION

Television had an impressive show of its own Thursday, the final day. Starting with earthy talks by several industry pioneers, the day moved along with two important talks by two network presidents—Sylvester L. Weaver, NBC, and Dr. Frank Stanton, CBS Inc.

Then in the afternoon the tv program got down to hard cash as Television Bureau of Advertising took over. Finally NBC's exciting new film showing tv's power was shown. The film is titled "Strangers Into Customers."

TvB President Oliver Treyz called television the "greatest catalyst" to bring buyer and product together and produce sales. He showed a film based on an after-purchase survey of shoppers that credited tv with having influenced the purchase of over half the dollars spent in supermarkets.

All program forms must be used if television is to program for everybody, Sylvester L. Weaver, NBC president, insisted, calling for continual examination of both the audience and programs. It'll take some gambling on shows, talent and projects, he said—a risk, incidentally, that only a network can afford and the reason great network service is so important.

CBS President Frank Stanton announced the network plans to set up a public committee to find out what the public wants from television. The network will have no connection with the committee, once it is formed.

The Thursday morning program, with its historic review of television's 10 years, included a review by Dr. Allen B. DuMont, president of Allen B. DuMont Labs and DuMont Tv Network, of the medium's early years up to the end of World War II. He looked ahead to spanning of continents and oceans, bringing understanding among peoples, peace, culture and an end to poverty and disease.

Forget the outlay of color tv, Harold Hough, WBAP-TV Fort Worth, said. This true pioneer of the electronic media said color will revolutionize all advertising "and I do mean all."

The most pressing public problems of FCC and Congress "is lack of acceptable, available tv stations in order that the public may receive a variety of programs easily," said Robert E. Kintner, ABC president. He told the tv session that only 42 markets have three or more tv stations and urged "some degree of de-intermixture."

While the NARTB Tv Code has been running over three years, there's "disturbing evidence" some tv station operators figure a dollar is more important than self-respect, John E. Fetzer, president of the Fetzer Stations, said. He retired as first chairman of the code board. "Self-respect attract dollars," Mr. Fetzer reminded, calling for support of self-regulation.

TWO HIGH SPOTS

There were two "sleepers" during the week—a sermon on broadcasting's blessings and its commercial merits by Rev. Dr. Norman Vincent Peale and a public service exposition that vastly exceeded the dreams of its truly service-minded sponsors, NARTB and Advertising Council.

Dr. Peale had over 2,000 luncheoners alternating between cheering laughter and pride in their achievements. There's nothing wrong with commercials or profit, he said. What's more, he would rather listen to commercials until doomsday than to programs conducted by the government. He found ready accord among his listeners, who also cheered his claim that radio-tv must have full access to public affairs if the nation is to remain free. They felt a sense of pride as he called them fellow evangelists who have done much to bring about a great religious revival in this country.

Large—but not large enough—crowds visited an astounding display of public service activities blessed with the cooperative time and facilities of advertisers and electronic media. These displays were effectively set up in the vast lower floor of the new Sheraton Hall. Government officials and legislators were among guests who saw the displays. Unfortunately many visitors failed to appreciate what they were seeing because they tended to chat rather than inspect.

Even so, the idea was viewed by many as one of the most effective ways yet found of establishing advertising and radio-tv in the public mind as service facilities. The first large-scale show of the sort, it deeply impressed those who took the trouble to look around.

HONORS

Principal award was presentation of the Keynoters gold key to Mark Ethridge, WHAS-AM-TV Louisville and *Louisville Courier-Journal* and *Times*. Not an official convention event was presentation of the first achievement award of Radio & Television Executives Society to James C. Hagerty, Presidential press secretary.

Calm counsel came from Mr. Ethridge who found radio programming at its best in 35 years; pointed to danger of advertiser-agency control over programs; conceded Congress has the right to conduct a study of radio-tv; asked for clear governmental policies, and urged objective regulation free from executive, legislative and industry pressures.

NARTB ITSELF

NARTB President Harold E. Fellows politely but emphatically told broadcasters they're failing to take issues to the public when they know the cause is right and failing to gain full confidence of elected officials. He observed with pleasure radio's "return to stability as the low-cost advertising medium," ascribing it to better management and selling.

He warned NARTB will join the subscription tv ballyhoo parade if mass-influence attempts by interested groups continue pending FCC's adoption of a policy.

The only structural development within NARTB was the election of five directors to the Tv Board. Eight new directors, elected last winter, began their terms as members of the Radio Board.

SIDE MEETINGS

With the industry's inevitable expansion, the number of specialized organizations has

THE PRESIDENT OF THE UNITED STATES

HERE is the full text of the address President Dwight D. Eisenhower made before the National Assn. of Radio & Television Broadcasters, Tuesday, May 24, 1955, in Washington, D. C.

President Fellows, Ladies and Gentlemen:

IT is a great honor to appear before this distinguished body. In my mind there is some doubt as to the exact capacity in which I do appear. I see some of my friends of the press here. They know that I have been on Presidential press conferences where there has been television present. So it raises a question—Do I come as a co-worker or as a sponsor?

I understand that this is the first time in the history of your organization that a President has appeared before you. Governments notoriously move slowly, and sometimes this is a virtue. But I think that after this length of time, it is safe to make a tentative conclusion that radio and television are here to stay, and a President, therefore, can afford to take them quite seriously. Actually, not only here to stay but a mighty force in our civilization, one that is certain to grow and one because it will grow and be more powerful in its influence upon all of us.

A convention such as this has very deep social and professional problems to consider and on which they must reach proper conclusions. Nothing has been so important to us as an informed public. As long ago as Jefferson's time he said were he forced to choose between a government without schools or schools without government, he would unhesitatingly take a civilization in which he had schools without government, well knowing that an informed public would soon discover the need for government and establish a proper one among themselves. And in the reverse case, he apparently did not know what might happen, because government with an uninformed public can be, as we know, very vicious.

Now one of the things that has made us an informed public is the fact that we have had a free press, and now these great institutions, the radio and the television, have moved in to take their place alongside the older media of mass communications. And this means, if we are to draw any lessons from the past, that they in turn must be free.

It behooves you, then, I think, to discover the formulae and to evolve them among yourselves and to announce them

and to follow them so that they will keep these great media free in the truest sense of the word.

We must not wait for governmental regulation, or compulsory governmental intervention in the form of suits and antitrust actions and all the rest. We must grow up with this great force, assuring the freedom of people to express their proper opinions, with the whole industry governed by the same rules that govern newspapers, the normal rules of decency and good taste. As long as those are observed, any proper opinion—any opinion—can be expressed before the public.

There is a tremendous responsibility here—in some ways, I think, transcending that that is placed before the publisher. The publisher puts in your home a piece of print. It is essentially cold—although, of course, we admit that some writers have an ability to dress it up and make even disagreeable facts at times look fairly pleasant. But with the television or with the radio, you put an appealing voice or an engaging personality in the living room of the home, where there are impressionable people from the ages of understanding on up.

In many ways therefore the effect of your industry in swaying public opinion, and I think, particularly about burning questions of the moment, may be even greater than the press, although I am sure that my friends here of the press will have plenty to criticize in that statement. Nevertheless, it is something different, and you do introduce personality as well as cold fact. I think, again, that places added responsibility to see that the news, in those areas of the radio and television field that have to do with the dissemination of facts, is truthfully told, with the integrity of the entire industry behind it.

NEWS AND EDITORIALS

I once heard an expression with respect to newspaper standards: the newspaper columns belong to the public and the editorial page belongs to the paper. And, for myself, I find that an easy standard to follow and to apply as I examine a newspaper. I should think that some such standard could be developed among you. Of course you want to entertain. Of course you want people to look at it, and I am all for it. And I think everybody else is. But when we come to something that we call news—and I am certain that I am not speaking of anything you haven't discussed earnestly among yourselves—let us simply be sure it is news. Let all of the rest of the time be given to entertainment or the telling of stories or the fanciful fairy tales that we sometimes find in other portions of publications.

Now, to remain free, the government does have to interfere or to intervene, possibly, in your industry more than it does in those that deal with the printed word. After all, there seems to be only one canopy of air over the United States and in the rest of the world, and so there must be some means of deciding who is to use the various channels available. We shall always hope, of course, that that is done fairly and without any relationship of partisan politics or any other inconsequential factor so far as this great medium and problem is concerned. But beyond that one necessary intervention and the enforcement, as I said, of the rules of decency, my only plea is this: that you people take thought and counsel among yourselves to insure that this medium—these two great media —remain free—completely free of domination of any unfair kind and they belong to the people. Thus, as I see it, you will do a great and growing part in informing the public.

Now, just a moment on my favorite subject. I quoted Jefferson to you but I think if Jefferson were alive today he would state the proposition in language so much more emphatic than he then used that you would scarcely recognize the similarity. Never was it so important as it is today that the American public is informed. We have burning questions abroad that stretch from a four-power conference around the world to the Indonesian crisis—the Indo-China crisis. It is absolutely essential that the Americans know the actual facts of these problems. Moreover, that they be helped to gain an understanding of the relationship between these facts, because knowledge alone, necessarily—always remember—is not sufficient. We must understand.

We must understand the relationship between the farmer working in Kansas in a wheat field and the need for wheat in far off Pakistan or some other country. We must understand these things if we are to know why we have to promote trade, why we have to promote truth about our country abroad, why we are so anxious to take America in picture and in word and in printed form, and indeed in our hearts, in our entertainment of troops, to other countries, to let them see, insofar as we may: What is America? Why are we so proud of it? Why has it brought the greatest standard of living and given the greatest opportunity for intellectual and spiritual development? This is the way that we must win the so called cold war. This is the way that we must win our way to peace.

I think everybody in the television and radio professions has a right to think of himself as a man bearing a great responsibility as a crusader and help to do this job of education, of ourselves and of others about us, and to bring home here an understanding of what goes on in the rest of the world.

I think today Jefferson's statement might be paraphrased to say: If I had to have international free communications or some kind of world government that could enforce the peace, I would unhesitatingly choose complete, free, international communications. And then we would be sure that we would find ways for sovereign nations to achieve man's age-old aspiration: peace among men with prosperity fairly shared by all.

I repeat, my friends, it has been a great honor to appear before you. If I have started a precedent, I am very proud of it, and I do trust that future Presidents will find it not only convenient but practically necessary to appear before you and tell you, in their turn, what is on their hearts at the moment.

KEYNOTER Mark Ethridge (l), publisher of the *Louisville Courier-Journal* and *Times* (WHAS-AM-TV), receives his award from NARTB President Harold E. Fellows.

increased rapidly. Consequently the convention hotels were splattered with sub-conventions, most of them complete with officers and by-laws.

These groups took up specialized phases of their specialized problems, and got a lot of work done. Here are a few of the sessions:

Nearly a dozen state broadcaster associations held breakfast meetings with their Washington legislators. Texas, of course, had the biggest with 80 in attendance.

A luncheon of state association presidents produced a plan to develop state and national library facilities so NARTB and the separate states can keep in touch with legislative, legal and other developments.

One new organization was formed—Assn. for Professional Radio & Tv Education. It still needs NARTB board approval in June. Then it will go about improving the education and training of prospective broadcasters at colleges, replacing an older group operating on a modest scale.

The Radio Pioneers dinner Wednesday was pleasantly nostalgic, as usual, and some awards were dispensed.

On the business side, Daytime Broadcasters Assn. went ahead with its long-range effort to obtain uniform sign-on and sign-off times.

Clear Channel Broadcasting Service stated its position on such policy matters as daytime skywave uniform sign-on and sign-off requests and increased power for Class IV stations. Allocation negotiations with Mexico were reviewed.

Community Broadcasters Assn. met Monday, with President F. Ernest Lackey, WHOP Hopkinsville, Ky., announcing CBA has been incorporated. It called for support of the horizontal power-boost plan and retained technical counsel.

Uhf Industry Coordinating Committee held a series of meetings and decided to meet with the FCC soon to offer suggestions for the relief of uhf troubles and to equalize tv competition. It took no stand on subscription tv.

A Monday morning tv film panel explored distribution problems and ways of cooperating. Exploitation methods were reviewed.

Another Monday morning event was the fm broadcaster meeting, at which subscription tv was discussed and multiplexing reviewed in great detail.

ETHRIDGE ASKS CLEAR CONGRESS POLICY

Broadcaster-publisher receives Keynote Award and asks for objective congressional and executive policy for broadcasting industry, free from political and inside pressures. He feels radio is 'closer than ever' to the people and deprecates publishers' apprehensions about tv, indicating each medium has its own strong points.

MARK ETHRIDGE, WHAS-AM-TV Louisville and *Courier-Journal* and *Times* publisher, received NARTB's highest tribute last week as winner of the annual Keynote Award on behalf of his industry service. He was president of the old NAB in 1938 during a critical reorganization period.

On the basis of his long industry experience, Mr. Ethridge delivered a keynote address in which he called for a clear congressional and executive policy for broadcasting; objective regulation free from executive, congressional and industry pressures, and more respect among broadcasters for their medium, "inevitably leading to better programming."

After receiving a standing ovation from the 3,000 delegates, Mr. Ethridge suggested the time has come for a reappraisal of the industry by Congress. He laid out the basic questions this way:

"I don't profess to know the answer to the question which seems at least pertinent to me now: Does the Commission have the power under an antiquated act to regulate as it should in modern circumstances? Does the economic and social impact of television make it desirable to review the question of network regulation—certainly not with the end of making them common carriers, but in the light of the apparent inconsistency of regulating the faucet but not the pump, and in the light of the fact that television has given the networks more power than ever?"

Basic Problems Must Be Studied

He added, "I contend that Congress and the Commission have every right, and even the duty as representatives of the people, to go into the whole question. I think Congress also owes all of us in the industry a determination of whether the commissioners have time to study questions basic to the transition that is going on in our field, particularly when, as one commissioner has said, they must devote 28% of their time to protests arising under the McFarland Act."

The FCC can solve problems with its engineering knowledge, wisdom and decency "if it is given a clear mandate from Congress and then is left free of pressures from us of the industry, from the Hill and from the executive department to have time to think of basic solutions," he said.

Mr. Ethridge called radio "the only way we can penetrate the Iron Curtain . . . and keep communists off balance in the Cold War." He paid tribute to the medium in this language:

"I don't think radio has ever had better days program-wise and public service-wise than it has now. It is more *of* the people than it has ever been; it is closer *to* them that it has ever been. And they bought more sets in the first quarter of this year than they bought in the first 17 weeks of last year. That is a most eloquent vote of confidence, a testimonial that people still like, and maybe even like better, what is now coming out of their sets. There is perhaps significance in the fact that small stations which live close to their communities and generally must program more to local needs seem to be doing better economically than some of us who have bigger ones."

He didn't share apprehensions that tv is killing conversation or reading, nor did he feel, with some newspaper publishers, that tv will become an increasingly greater threat to revenues. He continued:

"It made a terrific impact in the beginning; it has climbed to second place in dollar volume among the media. But I have been noticing a trend recently which should give publishers great hope: in the bloody competitive struggle between the mastodons of tv, those who hold our program destinies seem bent upon the revival of Palace vaudeville, and upon occasion even Minsky burlesque. They are putting less and less emphasis upon the primary things for which readers buy newspapers."

Mr. Ethridge said tv "is surpassingly good" as a picture transmission agency at coronations, political conventions and sports events but has not fully found its metier in the creative field. That doesn't worry him, he said, because it is growing and will summon the finest talents. "We might even copy the newspapers in that we would have sole control of our editorial content and sell advertisers the adjoining space," he said.

He considers it a healthy sign that networks have more control over their programs than they ever had in radio, adding, "It may in time free us from the shackles of the poll-takers and the bright young men in advertising agencies who are largely determining program content on a basis of what they want to sell. For 45 years I have contended and I contend to you now that the best box-office for any medium which sells to the public is its content."

Channel 1 Club

THE Channel 1 Club, describing itself as "the smallest and most exclusive group in communications," increased its membership from four to six at a secret session in Washington last Tuesday, held during the NARTB convention. Elected to membership were two former chairmen of the FCC—Charles R. Denny, NBC vice president in charge of owned-and-operated stations and spot sales, and Ewell K. Jett, vice president and director of broadcasting of WMAR (TV) Baltimore.

Purposes and precepts of the Channel 1 Club have never been made public beyond the statement of its president, former FCC Commissioner George E. Sterling, that it was organized to "perpetuate the sanctity of channel 1 for posterity." Mr. Sterling was re-elected president.

Other officers who were re-elected and who also constitute the full membership are T. A. M. Craven, former FCC commissioner, of the engineering firm of Craven, Lohnes & Culver, vice president; Neville Miller, former NAB president, of Miller & Schroeder, Washington law firm, secretary-treasurer and general counsel, and Sol Taishoff, B•T, sergeant-at-arms and public relations consultant.

Adopted and included in the Club's archives was a map depicting the "land of channel 1" produced by Vice President Craven.

THE RIGHT APPROACH TO THE CLIENT'S NEEDS!

whio-tv
CBS • DUMONT

Channel 7 Dayton, Ohio
ONE OF AMERICA'S GREAT AREA STATIONS

When you want to improve your golf game, you go out to the course, right? WHIO-TV goes one better . . . they're bringing the golf course to their viewers. Not a golf "set" in the studio, but an actual golf hole complete with sandtraps, approaches, well-manicured green . . . everything but a "built-in tee." *This is another WHIO-TV first!* Two of Dayton's leading professional golfers give instruction with demonstration.

Here we offer authenticity to the golfer's lessons and to the advertiser's needs.

Just another of the facilities that make WHIO-TV one of the best equipped television studios in the country. Best equipped to show your product . . . best equipped to sell your product. Even your greenskeeper (everyone knows that that's your treasurer) will be pleased with the results when you use WHIO-TV. Check with our national caddy, George P. Hollingbery.

KLZ-TV is STILL FIRST in Denver

For the *third* *consecutive time this year nationally recognized surveys show KLZ-TV as the *undisputed leader* in Denver's four-station market—and by a wide margin! The April ARB credits KLZ-TV with—

10 of the top 15 most-viewed programs in Denver —

- **KLZ-TV has 7 of the top 10 multi-weekly programs—"Carl Akers' News" heads the list with a 18.2 rating at 10:00 p.m.**
- **Highest rated weather programs.**
- **Most total quarter-hour FIRSTS—Day and night.**
- **Most half-hour program FIRSTS—Day and night.**
- **Highest rated sports programs.**

In addition—and this is mighty important to you...

9 OF THE TOP 10 SYNDICATED FILM PROGRAMS IN DENVER ARE ON KLZ-TV!

Here they are:

1st "Death Valley Days"	35.3—KLZ-TV	6th "City Detective"	23.3—KLZ-TV
2nd "Life of Riley"	34.7—KLZ-TV	7th "Annie Oakley"	23.1—Channel "B"
3rd "Studio 57"	33.7—KLZ-TV	8th "Liberace"	22.5—KLZ-TV
4th "I Led Three Lives"	28.5—KLZ-TV	9th "Stories of the Century"	22.3—KLZ-TV
5th "Mr. District Attorney"	26.9—KLZ-TV	10th "Victory at Sea"	21.7—KLZ-TV

The ten highest-rated syndicated film programs in Denver average 27.2. In New York the reported average is 12.7; Minneapolis-St. Paul, 22.2; Chicago, 21.7; Atlanta, 24.6; Boston, 20.8; Los Angeles, 18.9; Washington, D.C., 19.2; Cleveland, 24.5; and Dayton, 26.7. Denver leads them all—even markets with only two stations!

The chances are 9 out of 10 that your program, too, will have a better viewing audience and do a better selling job on Channel 7! Sell the rich Denver market with Denver's television leader. Place your national spot program on KLZ-TV.

Write, wire or phone your Katz man or KLZ-TV sales today!

*American Research Bureau—February and April, 1955—Telepulse, January 1955.

THIS YEAR'S HEADLINER AWARD

Presented to KLZ-TV in recognition of the television documentary **"BLUEPRINT FOR DISASTER"**

This is further evidence of KLZ-TV's leadership in public service, journalism and graphic reporting of events affecting Denver and the Rocky Mountain Region

Represented nationally by The Katz Agency

KLZ TV Channel 7 DENVER

Denver's Most Popular Television Station

CBS TELEVISION NETWORK

Denver's Highest-Powered Television Station

AUTOMATION STEALS THE SHOW

MANUFACTURERS DISPLAY THEIR LATEST IN BROADCASTING GEAR

By Earl B. Abrams

AUTOMATION—remote control—add-a-color—automatic devices—phase amplitude—3-V/1-V—Vitascan—multiplexing — film center—multiscanner—PE tubes—metering—

This whole potpourri of latest technical terminology came to life last week at the NARTB convention in Washington when some $8 to $10 million worth of equipment was strewn out on the garage level and the first floor of the Shoreham Hotel.

There was something for everybody on those two floors. But, for the first time in years, the cynosure was equipment for radio stations—the automatic and remote control devices by which am broadcast stations can now run virtually unattended.

Building slowly, automation has come to—if not full maturity—at least late adolescence in broadcast life. There is gear which will keep a station programming for 18 hours at a stretch. There is equipment which will start turntables, turn them off at the proper time, feed announcements and station identifications into the air and restart a turntable.

Ampex Corp. has two playback machines which can program a station for 18 consecutive hours. One machine, for programming information, runs 12 hours continuously. The other machine, for commercials and announcements, runs six hours.

The trick is accomplished by using slow speed, reversible tapes. The controls, to activate the top or bottom machine, are nothing more than sub-audible tones impressed on the respective tapes.

An operator starts the program tape going. When it reaches the time for the commercial, the tone signal stops the reel and starts the bottom machine for the announcement. At the end of that portion, a tone on the tape of the second machine stops that reel and starts the program reel.

That's all there is to it. Except, of course, for the engineering and the control functions to keep the thing working properly and on time and in sequence.

The whole Ampex package sells for $4,950.

Vandivere Labs' Automatic Programming Sequencer, to be merchandized by Gates Radio Co., is also a tape mechanism which through the use of tones activates other machines. It can run two turntables, and can even run a slide projector for a tv station. The price of the Vandivere sequencer is $875.

How significant the automation prospect has become not only for radio but also for tv was seen by General Electric's experience at the convention. In setting up its Tv Film Center demonstration for the convention, GE improvised an automatic device to run its show, with accompanying commentary on tape, so there would be no need for manpower to switch the various elements.

Visiting firemen were all duly impressed with the GE Film Center, but they were excited by—yep—the automatic device feature.

So strong was this interest that on Tuesday GE decided it had a new product. It packaged what had been the improvised gear, and it is now available for tv stations. Heart of the GE automatic device is the regular $250 GE communications sequencer.

LONG-WINDED

ONE of the vital pieces of information engineers visiting the automatic and remote control equipment exhibits wanted was how reliable the units are.

Ampex's Russell J. Tinkham told of a Las Vegas hotel owner who turned on the Ampex automatic programmer and ran it for nine months without a breakdown. The only reason he turned it off, Mr. Tinkham vouches, is that guests began to complain that they heard the same selections at the same time each day.

NARTB's A. Prose Walker said that the 700 stations now operating with remote control gear had operated a total of 630,790 hours. Time lost because of equipment failure, Mr. Walker averred, amounts to 0.04% of that time.

The tape, properly tone-intelligenced, can also be used for any voice-over-film or slide video required by a commercial or an announcement.

GE's Paul Chamberlain was so taken with this find that he prophesied that most tv stations would be using automation for film and slide programming within the next three years.

Even TelePrompTer, which took the "prompter" out from underneath the stage and gave it an electronic body, has an automatic element.

Introduced for the first time was its Telemation system, by which, with tape cueing, a special rear screen projection process is automatically used at the proper time as the script is read by the announcer (or newsman or performer). This rear screen device rents for $26.50 per week on a two-year contract.

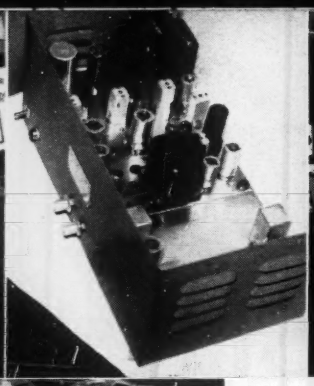
The benefits of automation were spread on the record by Ampex's Russell J. Tinkham. In a nutshell, this is what automation does, according to Mr. Tinkham.

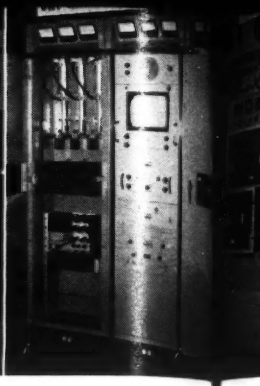
It makes for the more efficient use of manpower. For example, an announcer can record all of one day's announcements in a few hours. He is then free to attend to other duties. It promises the elimination of premium, overtime payments for operators. It permits a variety of voices during segments of the broadcast day, avoiding the monotony of a single voice for long spans.

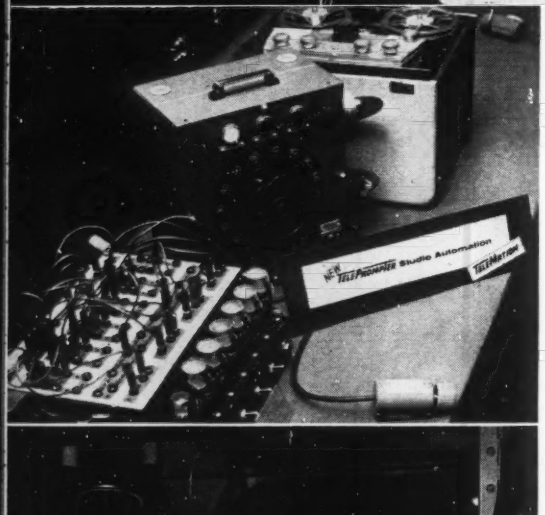
It is even beneficial to the health of a station's "personality" disc jockey. He can record all his personal interpolations, commercials, joshings and by-play during the daylight hours, and live like a normal human being while his swing shift program delights the late night stay-uppers.

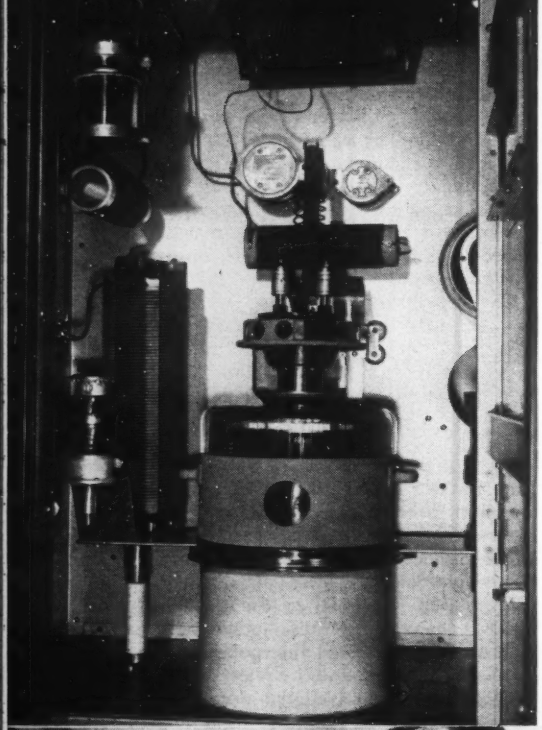
There are even psychological benefits. During the hours when the station management is not at the office, it knows exactly what is going out over the air. No need for the ulcer-producing anxiety when the manager is at home, or at the theatre or playing bridge at friends' homes with continuous monitoring to make sure he knows what's happening on his bit of air.

Closely allied with automation—and in









some circles considered even more significant—is the remote control of transmitters. This has a history only a year old.

In this, a station transmitter and antenna, usually located at a distance from the studio, is turned on, the various elements are checked and adjusted—all from home base.

More than 700 radio stations are now operating with remote control of transmitters, A. Prose Walker, NARTB director of engineering, proudly told engineers at the convention. It was NARTB which persuaded the FCC to nod approval to this type of automation. This was last year.

Average monthly savings have ranged from $436 to $664, Mr. Walker said. One station reported a savings of $3,000 monthly.

Next big move, Mr. Walker announced, was to get the FCC to okay this type of operation for all radio stations—from 250 w to 50 kw, directional or non-directional.

These Can 'Remote'

At present, the remote operation principle is permitted only to stations without directional antennas and up to those with 10 kw.

Rust Industrial Co., Manchester, N. H., whose system is being used by RCA and Collins, offered two units at the convention. The first, with 10 metering and 20 control functions, sells for $1,245. The second, more elaborate, can perform 25 metering and 50 control functions, is priced at $1,545. Both units require auxiliary gear, running from $300 to $400.

In anticipation of the day when directionals are permitted to be remotely controlled, Rust has a phase monitor which will sell for $1,295.

Paul Schafer Custom Engineering, Burbank, Calif., also showed two remote control units. The first, with 10 metering and 20 control functions sells for $1,195; the other, with 24 metering and 40 control functions, including voice communications with transmitter, sells for $1,595.

For fm station operators who look to multiplexing to help them make ends meet, two companies are ready to supply gear.

Multiplex Services showed its apparatus for two subcarrier channels, being sold through Gates and Graybar for August delivery. Price is $4,500. The receiver which is the other end of this lock and key operation, is made by Browning Labs. It is an 11-tube, crystal controlled unit, using 3-w audio output to feed up to five or six speakers. It sells for $98.35 per unit. A multiplex adapter is priced at $63.85.

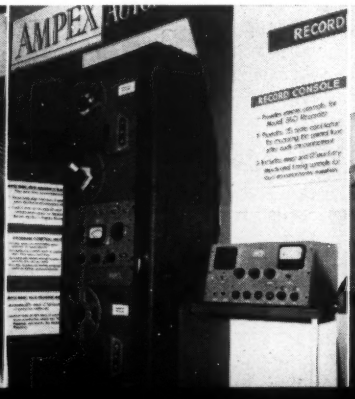
Harkins has a multiplexer unit for stations priced at $2,000 for a single sideband channel unit, with three additional channels possible for $600 per channel. The receiver for this unit, using automatic frequency control, sells for $74.50.

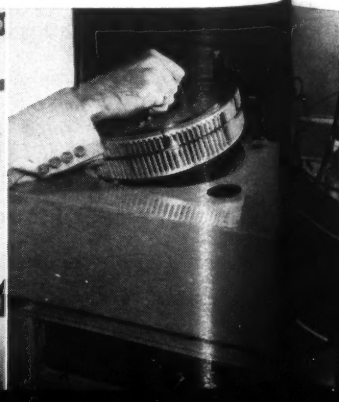
In the tv field, focus for many small and potential telecasters were the low powered transmitters shown by Adler Communications Labs., Sarkes Tarzian Inc., Dage Television Division of Thompson Products, and Kay Labs.

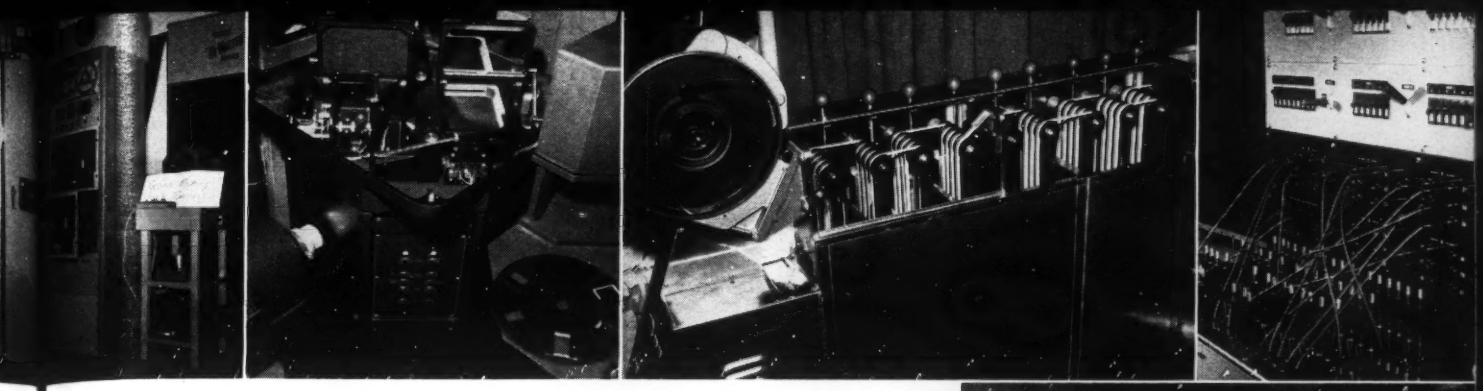
Adler showed a 150 w uhf transmitter for $13,850. Tarzian had a 100 w uhf station package, including one camera, film and slide projection units, for $50,000. Dage had a 200 w vhf package for slide and film operation for $35,000.

Kay's low power package, for film and slide operation, was priced at $35-40,000.

Even Philco jumped on the midget station bandwagon by announcing it was prepared to offer a low powered tv package for $25,000. The gear will be built by Adler to Philco's specifications.







DuMont joined the low powered tv group by showing a 50 w vhf transmitter for $10,000.

Most of the low powered tv station hopefuls plan to operate with off-air pickup of network programs. For these, Nems-Clarke Inc., Silver Spring, Md., showed a highly engineered, automatic frequency controlled, 26-tube rebroadcast receiver to sell for $850.

Heavy traffic—in the tv field—centered around the Big 4 (RCA, GE, DuMont and Philco) film scanner exhibits.

But it was DuMont, with the first open showing of its Vitascan method of live pickup without the use of cameras that gave its Multiscanner the extra fillip.

The Vitascan principle—using the flying spot scanner technique—indicated that live coverage can be provided through the use of film scanning equipment. And, quite creditably, too.

DuMont Demonstrates

Established in a dimly lit, strobe-lighted "studio," DuMont showed how photoelectric tubes can be used to pick up and feed live action into its slide-film apparatus for low cost studio activity.

Emboldened by its success with the Vitascan process, DuMont went a step further during the week and added a "framing" method which permits the use of slides and film to be integrated with the live portion of the picture. To a viewer, it all appears a single entity.

The whole DuMont Multiscanner with Vitascan is priced at $62,000 for black and white; $96,000 for color. The "rear screen" technique means another $1,000. The Vitascan equipment itself costs $10,000 for black-and-white, $15,500 for color.

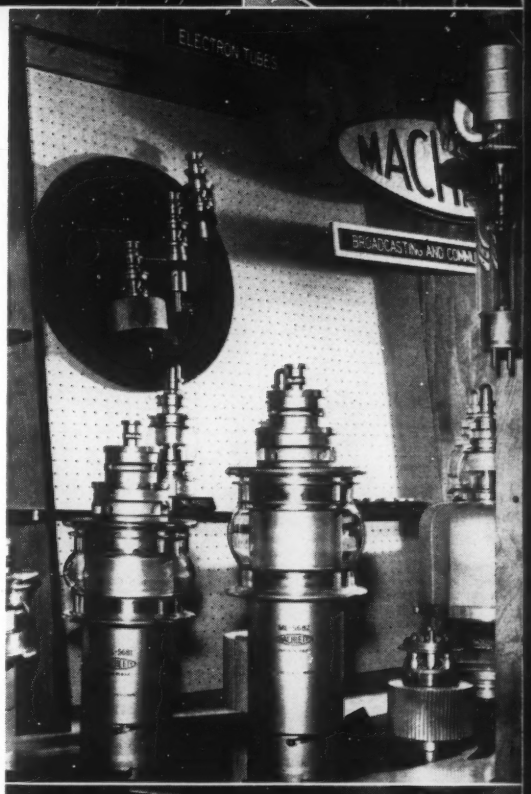
DuMont reported it had sold 18 Vitascanners by Tuesday night. Shipment has been promised to begin in July.

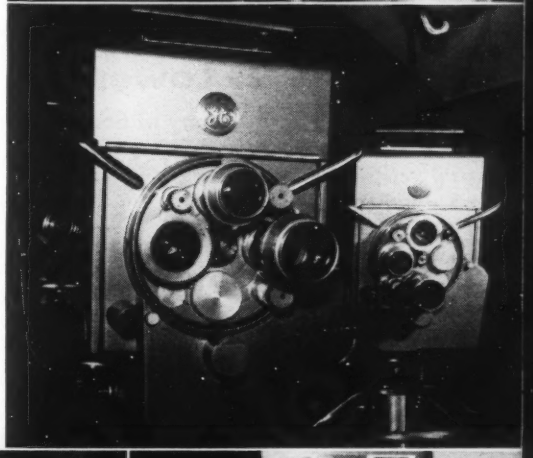
The use of the small Vidicon tube for low cost film-slide scanners was best exemplified by RCA. It called its unit "3-V/1-V." Using its new, four-way multiplexer for feeding film and slide pictures into a camera, RCA showed how it would work with a black-and-white vidicon camera, and then with the addition of a three-vidicon color camera. For black and white, the unit adds up to $24,500 cost; for color, $37,250.

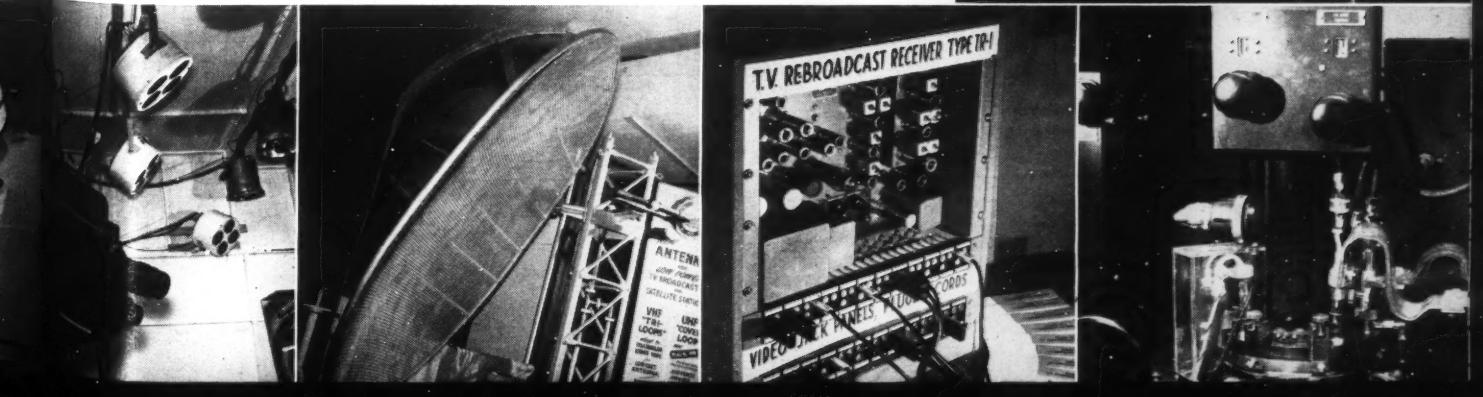
Some tv operators, apparently, are interested in acquiring the elements of a color chain but want to start with monochrome first. Several manufacturers are on to this market. Dage, for example, showed a three-vidicon camera for this purpose. For black-and-white, only the green component is included. This is priced at $8,000. When the missing blue and red components are added to the camera—for another $8,000—the station has a full-fledged color camera.

Rounding out the highlights of the equipment exhibits, these, among many others too numerous to mention, stood out:

- RCA's 50 kw, Ampliphase transmitter for am stations. Occupying only 60 sq. ft. (compared to the up to 150 sq. ft. usually necessary for gear of this magnitude), with low power drain, long tube life, to be available late this year. Price: $95,000.
- Gates' 250 w-500 w-1 kw transmitter, as the "best buy" for Class IV locals aiming to convince the FCC that they should be permitted to use 1 kw. Priced at under $3,000.
- Port-O-Vox wireless microphone. A five-tube fm transmitter, putting out 200 milliwatts, good for up to 500 ft. Price is $1,500 for mike-transmitter, power supply and 18-tube receiver.







NEW RCA 25KW UHF

(TYPE TTU-25B)

Only One Picture and One Sound P.A. Each Using A Single Tetrode

Lowest Cost Way to Get One Million Watts!

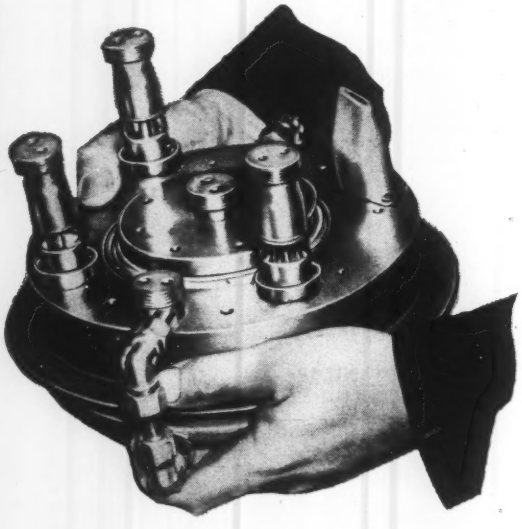
1. Lowest Operating Cost

The TTU-25B is the smallest, most efficient high-power transmitter ever developed for UHF—color and black-and-white.

In power consumption alone, the TTU-25B is nearly twice as efficient—compared to any other high-power UHF transmitter. With new circuitry—and only one picture and one sound P.A., each using a single tetrode—a saving of nearly 50 per cent in power and tube cost is made possible.

2. Lowest Initial Cost

Economy of first cost is also emphasized in this new equipment because of efficiencies of design and size. A 25% initial cost reduction over previous RCA 25KW transmitters is effected. It is the lowest cost of any comparable transmitter on the market today.



Isn't this the answer to

The new RCA Type TTU-25B 25KW UHF operates with conventional type tubes throughout, including the new compact tetrode in aural and visual output stages. These are the types of tubes the station engineer knows and understands . . . proved in use in over a score of stations now on the air with the RCA 12½KW.

FOR COLOR OR MONOCHROME
The TTU-25B, like all RCA TV Transmitters now in production, is designed to meet fully FCC Color Standards.

Super Powered

3. Half the Floor Space

Because of the TTU-25B's compact size—same size as the RCA 12.5KW transmitter—only half the floor space of the previous RCA 25KW transmitter is required. Benefits to you: Savings in building costs, and corresponding savings all along the line.

ver to your need for a super-powered transmitter ?

For complete information, call your RCA Broadcast Sales Representative. Ask for full illustrated 12-page brochure describing the new TTU-25B. Also ask about "conversion package" for present RCA TTU-12A transmitter users. In Canada, write RCA VICTOR Company Limited, Montreal.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION **CAMDEN, N.J.**

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

TELEVISION COMES TO FT. WAYNE

NBC TELLS THE BEFORE-AND-AFTER OF WHAT IT DID TO BUYING

"AT EVERY STEP along the sales path, television smooths the road for the tv brand."

This broad claim for the visual medium—and factors on which it is based—are contained in a presentation released by NBC last week in unveiling results of a special before-and-after-television survey which spokesmen called "the most important and extensive research project ever undertaken" by that network.

Conducted for and being distributed by NBC at a total cost estimated at more than $250,000, the study was made in Fort Wayne, Ind., by W. R. Simmons & Assoc. Research Inc. Interviews were conducted in some 7,500 homes last October, over a month before Fort Wayne had a local station, and again six months later after WKJG-TV, uhf outlet on ch. 33, had gone on the air. On the second visit the Simmons people were successful in re-interviewing 9 out of 10 persons they had questioned earlier.

The five top conclusions of the survey are summarized by NBC Research and Planning Director Hugh M. Beville and Research Manager Thomas E. Coffin as follows:

• "After a home gets tv, television becomes the chief fountainhead of advertising impressions, the principal communications-vehicle between the advertiser and the consumer." Tv "pre-empts the lion's share of the consumer's time and attention. Awareness of all other advertising loses ground. Tv becomes by all odds the most-recalled medium."

• "Tv turns 'strangers to your brand' into 'acquaintances.' It firmly implants your brand's message and identity in the consumer's mind."

• "Tv turns 'acquaintances' into 'friends.' Tv shapes their attitudes, creates a warmer feeling for your company and its products . . . People think better of a brand after seeing it on tv, prefer it more, are more likely to consider buying it."

• "Tv turns 'friends' into 'customers.' After tv, more buy the brands they've seen on tv; buying of tv brands goes up; of non-tv brands, down. The increased familiarity, liking and preference pay off in increased sales."

• "Tv puts the *dealer* on *your side*. The retailer sees these results at the cash register. He's more inclined to stock tv brands, to increase their shelf space, to give them special displays. He hears more customer-comment from tv, himself notices more advertising on tv (than from other media). He says tv moves goods better; his advice is: 'Tv is best'."

NBC's film presentation on the Fort Wayne study was shown to trade newsmen in New York last Tuesday, to some 2,000 advertising agency people by closed circuit, to more than a dozen luncheons arranged by NBC last Wednesday and at the NARTB convention in Washington on Thursday.

The "basic lesson of Fort Wayne" is summarized thus in the presentation:

"Television is a tremendous advertising force with an inherent talent for doing an intensive pre-selling job that is so vital in marketing today. It is a force for growth-minded, survival-minded manufacturers. For under the marketing conditions which exist today, few retailers have the time, or the inclination or the capacity to influence individual customers as effectively as television does—at every stage in the buying process as it converts 'Strangers into Customers'."

The Fort Wayne study showed that tv set buyers have larger families ("more mouths to feed, backs to clothe, feet to shoe, more demand for products of all types") but also have larger incomes ("more dollars to spend, more means to buy"). It also found that new set owners are "a more active market. More of them use each product, and they use *more* of it; more have bought durables recently, and more are planning to buy in the future," according to NBC research authorities.

The dominance which tv asserts is pointed up in the following table of minutes spent "yesterday" with various media before and after tv entered the home:

	Media Minutes Per Person	
	Before Tv	After Tv
Television	12*	173
Radio	122	52
Newspapers	39	32
Magazines	17	10
TOTAL	190	267

* from guest viewing.

Not only does television, after it comes into the home, account for two out of every three media minutes and a total almost equal to the time formerly spent with all other media put together, but it also is responsible for 7 out of every 10 "advertising impressions." The following tables show averages of responses to questions asking new set owners if and where they had noticed any advertising for new cars, laundry soap and cigarettes (NBC said the pattern for each product followed these averages "very closely"):

	Per Cent of Set Buyers Who Recall Advertising in Each Medium	
	Before Tv	After Tv
Television	9%*	85%
Newspapers	25	14
Radio	41	9
Magazines	14	9
Billboards	6	4
All Others	6	3
TOTAL	101%	124%

* from guest viewing.

Asserting that "how television works to

the afternoon audience is sewed up for you!

In October . . . In December . . . Now once again in April, the Dallas Metropolitan Area Telepulse shows WFAA-TV has more afternoon audience than the other DALLAS-FORT WORTH STATIONS COMBINED!! That's straight through the week, from 12 noon 'til 6:00 p.m. Sunday through Friday.

That's a whale of a record, and one that will let you set a whale of a sales record when you latch on to this big bag of customers at low daytime rates.

And remember this: When it gets so hot in these parts you can fry an egg on the sidewalks, more and more folks stay in with air conditioning and TV. This big audience gets even bigger as the weather gets hotter!!!

The audience is sewed up. Now you sew up the sales by calling your Petryman, or WFAA-TV for spot, program, or participation availabilities.

Channel 8

WFAA-TV
DALLAS
NBC - ABC - DUMONT

RALPH NIMMONS, Station Manager
EDWARD PETRY & CO., National Representative
Television Service of The Dallas Morning News

NBC President Sylvester L. (Pat) Weaver (l) and Ben Duffy, president of BBDO, appear in the film presentation to introduce the Fort Wayne story.

condition customers all along the road to purchase is a research area explored for the first time in this study," the presentation spells out the findings regarding "television's influence at every step leading to purchase."

First, it was found, tv increased "brand awareness."

"To test television's influence at this stage of pre-selling," the presentation reports, "we showed the Fort Wayne respondents a list of brand names and asked if they had ever heard of them. Some had, 'before'—*most* had, 'after'."

For Beautiflor, for instance, it was noted that brand awareness rose from 48% before tv to 64% after. Estate Ranges went from 62% to 77%. Jubilee Wax climbed from 39% to 57%. Kent cigarettes rose from 43% to 75%.

Overall, the survey check-list included six tv-advertised brands, and for every single one, television firmly placed set buyers on the first step toward purchase: Conscious awareness of the brand name. On the average, television lifted their brand awareness from 51% to 74%.

Even in the "unexposed group"—people who did not report any direct tv exposure—awareness of these same brands went up from 40% to 43%. On the other hand, awareness of non-tv brands was reported to have dropped two-thirds.

More than making viewers aware of brand names, the study showed, tv also teaches people what the product is and what it does. The report says:

"Here is what television contributed to this stage of pre-selling in just 3½ months. Correct identification of Kent cigarettes sky-rocketed from 27% to 63% among new set buyers. Beautiflor jumped from 41% to 57%. Estate Ranges improved from 51% to 65%."

Average brand-product association went up by 59% after the arrival of tv, the presentation showed. For one relatively new product, Jubilee Wax, it went up a whopping 91%.

Tv also was found to promote the identification of symbols, trademarks, slogans and copy-points:

"Much further along the road that ends in purchase is recognition of the trademark. People who can recognize the trademark generally know the brand name and the product it stands for. They have been moved from the category of 'strangers' to 'acquaintances'—they are ready to be friends of the brand.

"To test television's ability to advance this movement, we showed cards on which were reproduced a half-dozen 'masked' trademarks and asked which brand or company uses each.

"The list included a symbol as familiar as RCA Victor's attentive dog listening to his master's voice. Recognition of this trademark by new set buyers rose from 66% to 82%. It included a practically unknown mark like Armstrong's encircled 'A' which went up from less than 1% to 13%. For an institutional advertiser like U. S. Steel, television catapulted trademark identification from 29% to 69%. (In contrast, the Bon Ami chick, not on tv in Fort Wayne, showed practically no change.)

". . . The significance of television's performance here will not be lost on package-goods advertisers, whether or not they have or promote a trademark. For 'trademark' they will read 'package design' or 'lettering style' or 'logo.' And what television does for the trademark, it can do for their package.

"The average trademark recognition by set buyers increased 23 points, compared to a 6-point change among the 'unexposed' group."

As for slogans, tv in Fort Wayne "raised the best-known slogan to the point where almost 9 out of 10 women knew the product it was selling (Glo-Coat, which went from 62% to 86%). Lucky Strike's slogan jumped from 37% to 64%; Maxwell House (Instant) from 26% to 65%.

Recognition of the Camay slogan, "There's Cold Cream Now in Camay," went from 54% to 83% in what was termed a "more typical" result.

Additionally it was found that television "makes people think more highly of the product, as it moves them closer toward purchase." For instance, the housewife rating of the average brand tested went up 41% after tv entered the home; the number of responses describing the product as "poor" or "fair" went down.

Going a step further, the surveyors found that "tv tips brand preference in your direction." Researchers pointed out that "Pet milk started out 19% *behind* Carnation (not then on tv in Fort Wayne) in competitive brand preference; after tv, Pet emerged 71% *ahead*. The average tv brand started out on a par with its non-tv competition; after tv, the set-buying group gave it almost a 2-to-1 preference."

Overall, it was found that "one-third *more* new set buyers bought the average tv brand after they owned a set." On the other hand there was "only a minor change in the 'unexposed' group—where other media were depended upon to do the job."

Nor was the "novelty" of set ownership found to be a factor, NBC said.

The study also showed that television increases the number of customers (in all of Fort Wayne, the number buying the typical tv brand increased by 24%; among those who got sets, the increase was 33%); produces greater sales results as tv advertising is increased (the seven most heavily-advertised brands increased 48% in set-owning buyers; the eight least-advertised brands increased only 28%); expands the market, and brings its advertisers a larger share of the market (in all of Fort Wayne, tv brands increased their share of purchasers by 19% in the typical package-goods field, while non-tv brands fell off 11%; among new-set housewives, tv brands went up 27%), while non-tv brands dropped 17%.

COMPARATIVE DATA ON OLD AND NEW OWNERS:

	Old Owners		New Set Buyers	
	Before Tv	After Tv	Before Tv	After Tv
Brand awareness (Kent)	59%	82%	43%	75%
Brand product association (Jubilee)	29%	47%	22%	42%
Trademark recognition (Pontiac)	69%	80%	64%	79%
Slogan identification (Camay)	64%	86%	54%	83%
Brand reputation (Pride)	29%	41%	24%	36%
Brand preference (Pet)	28%	37%	25%	36%
(Carnation)	29%	22%	31%	21%
Brand purchase (aver. tv brand)	19.1%	24.6%	18%	24%

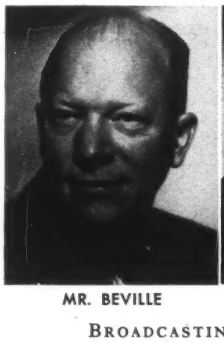
The presentation continues:

"Perhaps the whole lesson of Fort Wayne can be summed up in the 'Saga of Scotties.'

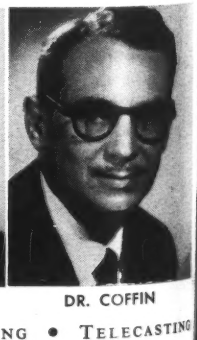
"Before television, Scotties facial tissues was a brand completely overshadowed by Kleenex in Fort Wayne. But Scotties had a sales message which television's sight and sound and motion could translate into a dramatic, convincing commercial. And television converted that sales message into a stunning sales success."

Summarized, Scotties' slogan identification climbed five-fold among the set buyers—from 13% to 77%. Scotties' brand reputation went up 56%—from 25% to 39% (television cut the 'fair' and 'poor' replies from 9% to 4% and reduced the 'don't knows' and 'no opinions' from 26% to 16%). In brand preference, Scotties jumped from 16% to 42% while Kleenex dropped from 64% to 40%; after tv, Scotties came from a four to one second choice to leadership. And after tv, the buyers of Scotties more than doubled—15% to 35%—to make this the leading brand of facial tissues among the set buyers, while Kleenex went from 40% to 32% in this group.

What do Fort Wayne dealers think of tv as an advertising medium? NBC researchers summarized the findings thus: "Dealers recommend tv to national advertisers. If their advice were asked, 1 in 10 would recommend magazines, 7 in 10 tv, and 3 in 10, newspapers."



MR. BEVILLE



DR. COFFIN

McCONNAUGHEY HYDE BARTLEY DOERFER HENNOCK WEBSTER LEE

THE FCC ANSWERS

THE SEVEN FCC Commissioners, sitting en banc, *faced up last Tuesday to questions from the people whose business they regulate. In the second NARTB convention panel session of its kind, FCC Chairman George C. McConnaughey and Comrs. Rosel H. Hyde, E. M. Webster, Frieda B. Hennock, Robert T. Bartley, John C. Doerfer and Robert E. Lee gave their individual views on queries posed by broadcasters. NARTB President Harold E. Fellows was moderator. Following is a condensation of the transcript of the give-and-take:*

Mr. Fellows:

We are indebted to the chairman and to his colleagues for their gracious acceptance of our invitation to appear in this informal fashion before us. There are certain risks involved for them, and there are certain courtesies demanded of us. Obviously, Commissioners cannot answer questions concerning substantive matters now pending before them, nor should we ask them.

The first question:

Q: Would the FCC care to comment on the prospects of extending the licensing periods of radio and television stations from the present three years to five years?

COMR. LEE: When I first came around the Commission, I was all for an extended period. My thinking went beyond five years.

However, I have learned a great deal, and I regret that, speaking for myself, I don't believe I could support it at this time for the reason that I think the stations should be subjected to review.

We review these applications. It is our one chance, you might say, from all practical standpoints of looking at the service record of a particular station and not with the objective of taking a license away from them—I am not for that—but I hope that we can keep the feet of the violators to the fire, to the extent that the weaker stations will not lower the standards of the entire industry.

I might say, Hal, that if I was assured that all of the stations operated under your Code and were very conscious about it, I believe my answer would be different.

COMR. HYDE: When I came on the Commission I thought a brief license period might be appropriate. In the light of my experience, and observing how our free broadcasting system works, and having confidence in that system, I believe we should have a five-year license period, as a minimum.

I suggest that a short license period sort of leaves a broadcaster in a situation where he seems to be on probation, and that, it seems to me, does not encourage imagination and initiative and the sort of thing that is conducive towards a dynamic operation that has the vitality that we like to associate with the American system.

I think that if a broadcaster is qualified for a three-year license, he ought to be qualified for a five-year license.

I see no reason at all for limiting the license to three years. And further, it seems to me that we seem to take a responsibility which the Act does not contemplate that the Commission should have.

It suggests that we must be constantly reviewing how they operate, instead of passing the responsibility to them in an effective way and looking to their qualifications on a very serious basis if they fail to meet the test of public opinion.

I would determine whether they failed to meet the test of public interest in finding out whether or not they have shown some respect for the recognized limits on what can be said in public. I would rather favor a free exchange of views than anything that would be restrictive or limiting.

(Applause.)

Q: What assurances can the FCC give radio and television licensees that current spectrum allocations for standard broadcast services will not be unfavorably affected by expanding military use of radio frequencies?

COMR. WEBSTER: I don't believe anybody can give assurances because assurances are not within our power. Legally, of course, anything can happen to assignments or allocations.

As you recall, Sec. 301 of the Act provides for the use of channels but not the ownership of those channels. So by processes set up in the Act, those allocations and channels can be changed. I can't speak for the military, but I believe that all of us could agree that the global operation of the military demands almost the entire use of the spectrum for its communication and electronic devices.

However, in the standard broadcast band, and that is mentioned in the question, I am quite sure that the military are as conscious as you and I are of the importance of standard broadcasting in this country, in peace and in the cold war and in actual war, and that the broadcasting needs of this country will be protected.

So that while I can't give an absolute assurance—no one can—I feel sure that that will all be taken into account if any demands should be made by the military . . . in the broadcast band.

Q. What are the chances of 250-w radio stations obtaining power increases with which to better serve their listeners?

COMR. HYDE: It sounds like an engineering question, and I will give you a good legal answer. There are approximately 950 local stations or stations having a power of 250 w or less on the six local channels. If the power of any of these stations would be increased it would have some impact upon the license rights and service potential of other stations for the reason that in this area the limits of service are controlled by interference conditions.

If these stations are to maintain their same relative positions, then the power of all of them would have to be raised simultaneously. This could cause some questions of interference to stations on adjacent channels. However, this is a subject which might very well be studied. I understand that certain stations are undertaking to examine the possibilities of increasing power without causing dislocations of existing services. What can be done about it will be dependent in a large measure on what these studies develop.

I should say the short answer is that this is a subject that will

have to be examined rather carefully so that we can be sure that we gain more than we lose before we would proceed on such a course. I think it would be worthy of careful examination.

COMR. BARTLEY: I would like to add one word in substantiation of what Comr. Hyde has said. Increased power provides more service to more people. Increased power, at the same time, will create more interference areas.

Now, the compromise you have to make depends on who gets and who loses. I would say that it would be very helpful to the Commission to have information as to what is to be gained and what is to be lost. I think then we would be in a position to determine the answer to this question.

Q. Is there a possibility that the FCC would look favorably on standardizing the sign-on and sign-off time for daytime-only stations so as to avoid frequent shifts of program service?

COMR. BARTLEY: I think the answer I gave to the other question really answers this one. I am interested in seeing what would be gained, what would be lost, and based on that, I would like to make the determination as to whether or not standard sign-on and standard sign-off times would be in the public interest.

It wasn't until 1929 when we had these sunset-sunrise hours. Before that time the daytime stations did operate, as I recall it, from six to six. But I am perfectly willing to look at the results. We frankly don't have the facilities to do it right now.

COMR. HYDE: If 600 stations which now sign off at sunset are allowed to operate after sunset, then we would have to take into consideration the interference conditions which could result from operations under nighttime conditions by this rather substantial number of stations, and the effect that that would have on present listening habits, on the broadcast coverage available to the citizenry.

It is another subject that, it seems to me, would have to be examined with care, and I think we should bear in mind the magnitude of the project, finding means and openings for 600 stations to operate during nighttime conditions being somewhat of a challenge. I wish there would be a way to solve that without causing interference.

Q. What is the FCC policy with respect to newspaper ownership of radio and television facilities?

CHMN. McCONNAUGHEY: I was asked this same question at the Senate Interstate and Foreign Commerce Committee when they had me up there over the coals on confirmation. When I speak of newspaper ownership, I assume it means in a comparative hearing, and it is my personal feeling that the factors should be judged with reference to any applicant, that a newspaper owner who is an applicant should not have any strikes against him because of that; that other conditions being equal, if he proves that due to his experience he is capable of operating in the public interest more effectively than other applicants, I know of no reason why a newspaper owner should be discriminated against. I think you have to look, in the final analysis, to what is going to go to the public.

Of course, when it comes to the question of monopoly, then we should take a look at newspaper ownership if they control all the media of mass communication in a given community. But I want to reiterate that I personally see no reason to hold anything against a newspaper owner in a comparative hearing, for that reason in and of itself.

(Applause.)

COMR. HENNOCK: I disagree with the Chairman, because I don't think that newspapers have experience that makes them better qualified, as such, as licensees for television.

In my voting record you will notice that in comparative cases I have decided against newspapers, where they owned newspapers in the same city and they were applicants in that city for a television station. I not only took into consideration the fact that they were newspapers, but also that they applied in the same city.

Now, there might have been another group there and there might have been other radio and television facilities, but in my philosophy a control of mass media and diversification of ownership of the visual media and their impact on our democratic society, I have found that where I have an applicant who is a radio licensee or in any other business in the vicinity, and he is a qualified applicant, I will decide against newspapers who are applicants in those very cities, or contiguous cities, or who are stringing up newspapers in a given area in a state or in a region, not only because I think it is bad for this country, a democracy, to have that much control of mass media and the media of television and newspapers, but also because of their effect on competition.

I wouldn't like to be a radio station trying to operate against a combine of a newspaper who is also am, fm and tv in that same city or area, nor would I want to be a candidate running for election in a state where there are 10 newspapers owned by one chain, albeit they are fine applicants and fine licensees and fine newspapers, who own am, fm and tv across the board in that state.

Now, the Scripps-Howard case in the Supreme Court upheld our authority to look at mass media. I am waiting for the new batch of cases that are going up, in which I had to dissent against some of our very finest licensees in television and radio, who were also newspapers. And it was very difficult for me to dissent in those cases because I realized their qualifications, but somehow I weighed that as against the control of mass media and the diversification principle, and I came out against them. And I do want you to know that that was why.

(Applause.)

COMR. LEE: I wanted to say that perhaps I should go about a yard to the right of McKinley for a minute to express my viewpoint. As far as newspaper ownership is concerned, not only would I not discriminate against them, but I think I would give them a point of preference.

That doesn't mean that I would vote for a monopoly in a given area. I am impressed, however, with the stability of the newspaper-owned stations. I haven't examined it, but I have a feeling that a review of those stations will show exceptionally good operations and will show very, very little turnover.

I am impressed also with the fact that a newspaper necessarily must have its roots very deep in a community. They are the first ones that are behind all the drives for support, for public projects, for elimination of slums, improvement of the community. It happens to be good business for them to be deeply involved in the affairs of the community, and I think that this would carry over into the operation of a radio or a television station. I feel quite firmly on that point.

I would say that there would and could be exceptions. If I saw the editorial policy of a newspaper being too strongly pressed on the other media, I would give that some consideration, but irrespective of a newspaper ownership, I think I would give a point of preference.

(Applause.)

Q. Will educational television channels now being reserved by the Commission be released at any time in the foreseeable future for general filing?

COMR. HENNOCK: Again I speak for myself. My term only runs until the 30th of June.

Let me remind you of what Senator Tobey said: "I want to stress that there is no specific time limitation on any of the reservations for non-commercial educational television. They were set aside for an indefinite and an unlimited period of time. I shall keep a watchful eye on each and every one of these channels for education. Upon the slightest evidence that the FCC is about to weaken and to delete one of them or substitute a substantially less valuable channel for one of them, I shall call for a full-scale investigation."

I didn't talk about the Third Notice and the Sixth Report. You know what both of those decisions said about educational television.

I want to remind you that the public school system and the wonderful private school system we have in this country was not built overnight, and I want to thank all of you broadcasters who have helped your local stations get started, or your local committees come into being.

I understand there are at least a hundred cities in this country today in which there are educational committees working for the establishment of these stations. I think the work up to the present has been remarkable. I have never been more hopeful.

Now, you know how many are on the air. There will be at least 20 or 21 on the air this year. That means you have 21 cities in this country with metropolitan areas that are capable of covering those areas day and night with education.

That is a pretty wonderful showing, and I hope each and every one of you, as Americans, will see to it that these channels are there.

COMR. LEE: I almost got in trouble sometime ago when I was

portrait of a market...

...FIVE O'CLOCK RUSH

. . . thousands of workers going home from jobs in Albany, Troy, Schenectady and 23 other cities of more than 10,000 population throughout 30 counties of Eastern New York and Western New England.

More than 432,800 families in this area turn to WRGB in Schenectady, N. Y. for their television viewing.

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asked about educational television, and I said I can't be against mother love. I think that educational television is a fine thing. It is misconstrued, I believe, in the public mind. It is adult education, primarily. It is directed towards specific groups.

I do not believe in reserving them forever. As far as I am concerned, if a commercial operator would apply for an educational station, that the educators gave no indication, or perhaps acquiesced in it, showing no interest in acquiring it, I would be glad to see it go commercial. I do believe that education can be commercial, too. I don't see anything sacrosanct about the fact that there is no commercialism in it.

Most of the good educational programs that I have seen have been commercial, and I think the broadcasters themselves, operating in the public interest, will cooperate and will help, and where there is evidence and there is money available to build and operate an educational television station, I am sure they will cooperate. Where there is not a need for it, I would be prepared to let it go, in a specific case, commercial.

(Applause.)

Q. What provisions of the Communications Act of 1934, as amended, does the FCC feel are desirable for the better discharge of its regulatory functions?

CHMN. McCONNAUGHEY: Mr. Chairman, I spoke on this matter in detail at the luncheon meeting. The three provisions that we are talking about are 309(c), which is a protest rule. I told you we thought that should be amended, because it has kept television off of the air in many instances, and radio in some instances.

The other is 5(c), which is the review staff. Almost their only function today, virtually, in the strict limitation of the Act means that they are only people who are writers.

The other one is 409, which segregates the Commission in the most ridiculous manner I have ever heard of in regulation, and I know a little bit, something, about it in other fields. Keeping your general counsel, your chief accountant, your chief engineer from talking to you in matters, when they have not participated in the proceedings.

COMR. DOERFER: I feel very very strongly that the Commission should urge Congress to repeal Section 309(c), which is the protest rule. For your recollection, it gives any person who can assert on paper that if a certain grant were to go into force, a grant which was made without a hearing with respect to any authorization, then that person should be entitled to be heard, solely for the purpose, however, of attempting to persuade us that it is contrary to the public interest.

This is the first time in my career as a lawyer, with respect to any phase of law, that I have had any experience with, in which a person is given a remedy without a right.

In the event Congress can see fit to repeal this law, I am satisfied that we may some time be able to give the time and the consideration which some of the large, fundamental problems in the communications field require. That is one of the reasons I think this Commission, being beseiged as it is with what I regard as trivia in comparison to the over-all problem, does make progress rather slowly.

(Applause.)

Q. What is the attitude of the FCC on the suggestion currently being studied by Congress that radio and television stations be required to give political candidates free air time?

COMR. HENNOCK: I want to say that an informed electorate is the basis of a free democracy. Unless the people have the opportunity to know fully the candidates and the issues on which they are voting, our elective system will suffer.

Now, instead of going to meeting halls to hear their candidates, the people of America are sitting at home listening and looking at their television sets. And I want to remind you, I was just asking Commissioner Hyde how many television sets there were in 1952. As I remember, I think approximately 17 million; there are 36 million today, and in 1956 it will be over 50 million, and these are 50 million potential meeting halls.

Now, in 1952, the major political parties spent $5 million for television time. What will they have to spend in 1956?

I want you to know my position and I want to quote what I stated in one sentence, and then I will turn the mike over to Comr. Doerfer who does not agree with me.

I asked for a Congressional and Presidential committee of distinguished men and women with civic and political experience to develop a practical program and to make timely recommendations so that Congress can pass such additional legislation as necessary to enable a start to be made in putting into effect a good sound program during the next Presidential election.

I have not got the answers, gentlemen, but I think that a group of people working together appointed by the President of the U. S. and immediately getting to work after determining which are the political parties to be given recognition and on what levels—I think we should start in the national campaign.

COMR. DOERFER: Let me at the outset state with respect to this question I admire Miss Hennock's courage. It certainly isn't a popular side in a meeting of this kind.

(Laughter)

However, I don't want to be misunderstood either that I am tak-

TURNABOUT

WHAT ARE the questions FCC members "would most want to ask of broadcasters?"

For a turnabout wind-up of the NARTB convention's FCC panel session, where the Commissioners answered broadcasters' questions, the FCC members had been invited to write out one question apiece. They follow, as taken from the transcript of the session:

CHMN. McCONNAUGHEY: "What specific action should the FCC take to help the broadcasters render maximum public service?"

COMR. DOERFER: "To what extent should networks be regulated by the FCC?"

COMR. LEE: "Why is it that the Commission and Congress only hear from the unhappy broadcasters?"

COMR. BARTLEY: "What is your program for the next 13 weeks for improving the prestige of broadcasting in the minds of the American people?"

COMR. HYDE: "Should the Commission restrict the number of broadcast stations except as necessary to minimize interference? Would you favor regulation of protected service as against competitive services?"

COMR. WEBSTER: "In the interest of providing a competitive national tv service whereby a mean of local expression is available to all communities, not only for the present but the distant future, do you think that the Commission should review its allocations structure with the view of reducing maximum power and antenna height to create a need for more stations to serve this country?"

COMR. HENNOCK: "Do you, the industry, believe that adequate tv service in the public interest can be provided by a relative handful of tv stations, or do you agree with me that both the public interest and you, in industry, would be better served if the tv spectrum space were divided up in such a manner that as many of you as possible could get into this great dynamic industry and help it develop into a truly nationwide competition with unlimited opportunity for service to the public as well as profit to you? What do you as an industry intend to do to convert this economy of scarcity into an economy of plenty?"

ing up the other side merely because I should and it may be well received.

I am quite concerned about the suggestion. Recently I had occasion to study a portion of the British broadcasting system, and I had concluded that the only alternative to the present system in America whereby a candidate is asked to pay for the time on the air is for some governmental agency to decide who can talk and when he can talk and how long.

Now, he may do that or this agency may do that by consulting party chieftains. That is what is being done in England. At the present time England is in the throes of a national election. I am advised that out of the goodness and the generous heart of the BBC they have allowed five and a half hours of free political time to be divided among hundreds of candidates.

May I recall that back in the early thirties Winston Churchill, who at that time was a voice crying in the wilderness attempting to alert his own people to the dangers of the rising menace in Germany, was denied the free access of the BBC. It was only after American broadcasters piped it across the ocean to this country that that message got to all of the people here and back to England.

Now, that is a substantial danger, and of all the shortcomings with respect to political broadcasting I would caution any congressman, any person regardless of how idealistic it appears, not to plunge down that road, because that is a road from which I am sure there is no return.

Unfortunately, and I don't wish to be too severe, Miss Hennock quoted, or I am going to quote her with respect to a statement she made before a committee in Congress, and it reads as follows:

> "Tv and radio should be made available without cost on an equal basis to the candidates of the major political parties."

There is a slight omission, but I think she will agree it is not relevant.

What I wish to underscore is tv and radio should be made available without cost. I would be delighted to see the day when, by an Act of Congress, you can operate a broadcasting station without cost.

(Applause)

Now, if that cannot be done, and we know that it cannot be done, then the only other alternative, of course, is that the candidates who aspire for public office should pay for the privilege of getting their viewpoints across to the public in the same respect that they do today.

All of us know that many times people do not really aspire for public office. They are correctly labeled publicity seekers. There is the danger with free broadcasting. If it were for free, many people, without the slightest hope of attracting a sufficient number of people to support them, would for the sheer advantage of having the opportunity to have their faces and their voices seen and

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TOP power

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it's VHF

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WTVW

CHANNEL

12

316,000 Watts

Here's Why...

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Now under construction by WTVW Channel 12 in Milwaukee is a Giant 1105 foot Tower. When completed this structure will be the tallest in Wisconsin and will give Channel 12 comparable coverage to any television station in the country. Yes, and no converters are needed for VHF Channel 12 in Milwaukee.

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heard over the broadcast air would so dilute the interest of the electorate as to make the election process in this country almost a hopeless and a fruitless undertaking.

And now I say that my attitude is not because of any over-solicitous regard for your financial position. I look at it from the other viewpoint. It is a system that we know.

It hasn't worked too badly in this country, and I can't see why we should take a medium which is as important as this and subject it to an untried experiment in this country, when I am satisfied that the American people would never adopt the British broadcasting system.

(Applause)

COMR. HENNOCK: Now I know that John [Doerfer] didn't mean to do this, but here is what I stated. He quoted me accurately as far as he went, but he didn't go far enough. I am not for the British system either, and here is what I said, and I am worried about your finances. Here is to what extent I am worried about it:

"If it be an excessive burden upon the licensees of television and radio stations to make such time available, then the costs should be shared by the public treasury."

Now, I want to tell you another thing, John—I knew that would get a rise—now if you talk about publicity seekers seeking time, Governor Harriman was a candidate for the high office of Governor of the State of New York with 16 million people in it.

He was running on a party whose name I seem to recall as labeled "Democratic," and do you know that he couldn't buy time in the evening? And I stated "couldn't buy time after six-thirty," and he is not exactly a pauper, but it seems that after a certain hour—I was corrected, by the way, by one network and I know they would want me to be corrected here. They stated they did sell him time, five minutes, I think five consecutive days between 7:25 and 7:30, and this is in a state of 16 million people with Harriman as a candidate on that unknown ticket.

Now, I admit there are problems, terrible problems, and that is why I wanted the presidential committee, and I don't want you to go broke, and I don't want you to lose money.

(Applause)

Q. Does the FCC contemplate releasing additional interpretative material to assist the broadcaster in discharging his obligations under Sec. 315 of the Communications Act, the political broadcast section?

COMR. BARTLEY: Sometimes when we have done a job at the Commission, we try to find out whether it is worth repeating by looking at our fan mail. When we released our report last summer, we received six letters, all of them asking for additional information. No letter of commendation, no letter of criticism. However, I have heard in several parts of the country where I have been around that it was a helpful document. I think that you can depend upon the Commission putting another one out later.

I would like to repeat the statement which I made to the Omaha group District 10 last fall:

"It seems to me that the most advisable course for the broadcaster to take in these circumstances"—that is with respect to political time problems—"is to engage in a proper planning of affirmative station policy in advance of political campaigns. . . .

"No alert broadcaster for a moment would allow his sales department to approach a potential sponsor without a list of all availabilities so that he can make a strategic retreat to meet the size of his sponsor's budget if necessary.

"In this knotty field of political broadcasting, even greater attention to the needs and desires of the candidate is demanded. Early determinations of your political program structure and announcement of availabilities to interested parties and candidates will pave the way for a more serene campaign season.

"Furthermore, you will have a better program structure and end up with satisfied customers. And remember, one of those satisfied customers will be an incumbent.

"The broadcaster's planned policy should make an attempt to give reasonable opportunity to the candidates for political office, both national and local, and at the same time attempt to maintain proper program balance in terms of the other interests of his audience.

"But the important thing to remember is not to wait until after the first candidate is permitted to make an hour-long speech, for then it is too late. The first request the broadcaster honors starts the chain reaction, and he may find his entire program schedule disrupted . . .

["The Broadcaster] should give weight to the importance of the office being sought in terms of the public interest in the particular elections in the community, balancing in his determinations on the one hand a realization of the dependence of his audience on radio and television as the most effective source of information in the field of public affairs. And on the other hand, the practicalities of day-to-day operation with a well-balanced program schedule . . .

"A forum-type program structure is helpful in many cases where you have a multitude of candidates, but I know of no area in broadcast programming which cries out more for policy planning and leadership than this area of political broadcasts.

"Most of the trouble which the licensee has encountered in this field and most of the problems which have perplexed the Commission could have been avoided if sufficient thought had been devoted by the broadcaster to his programming policies before the beginning of the political campaign. I would urge upon you that you study carefully the Commission's document which we put out last summer, and I hope that it will relieve you of some of the headaches which you face.

"At the same time, and what is more important, it will help you to fulfill what I conceive to be the broadcaster's most vital function in our democracy: To serve as a truly democratic instrument of information that a nation such as ours requires in accomplishing the goal of a citizenry fully informed on all sides of important issues of our times."

(Applause)

Q. Will the Commission review the procedures and policies under which the military has been permitted to construct and operate television stations broadcasting regular commercial programs to military personnel at such bases as Limestone Air Force Base in the State of Maine?

COMR. HYDE: My response will require me to cover some material that has been cited by Commissioner Webster, who called attention to Section 305(a) of the Communications Act. This section provides that government-owned stations shall be operated upon frequencies assigned by the President of the United States.

The government in its use of radio and non-government use of radio as licensed by the Commission has to be worked out through the conference procedure.

When it came to the attention of the Commission that in certain territories broadcast stations were being operated by the military, we called attention to the need for establishment of a policy in this field. We called attention to the fact that broadcast stations have been allocated in agreement with the executive arm of the government for license to private licensees. We called attention to the fact that we have international agreements that have been respected in connection with the operation of stations.

As a result, a procedure was worked out under which the military would limit their power, would avoid establishing stations where service could be obtained from private operations, and would cease such operations when it became possible to get the service that was desired for morale purposes from private operators.

We were faced with a situation where the military insists that they must provide tv in the case of Limestone and am radio in the case of a Puerto Rican instance, which I am sure was in the mind of the person who prepared the question, and we were in no position to tell the Army, which said they needed this service, that they couldn't have it at all. As a matter of fact, the Commission would not have jurisdiction to say, "You cannot operate such a station." All the FCC could do would be to ask that in approaching this type of operation they give consideration to these various factors which I have mentioned, which are, I believe, very restrictive.

They are designed to protect the private enterprise type of operation against substitution of a Government operation, and in each instance where an operation had been activated it has been done by the military without a license from us, but only with what we would

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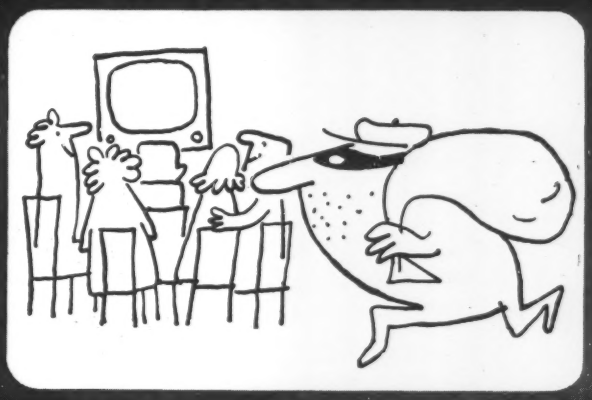

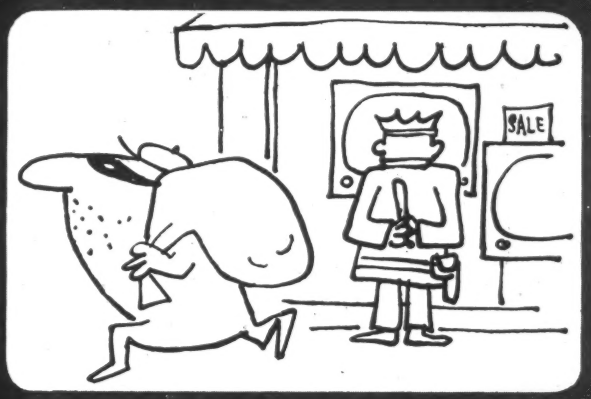

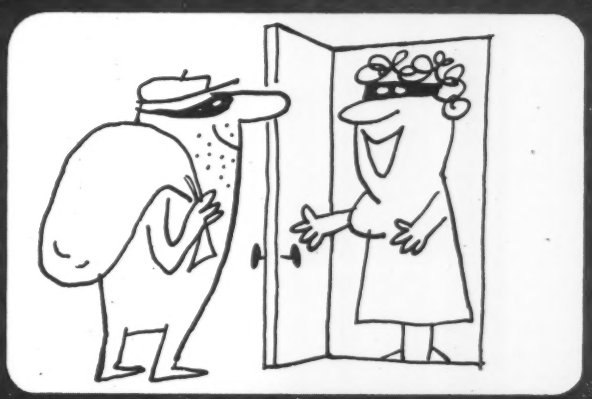

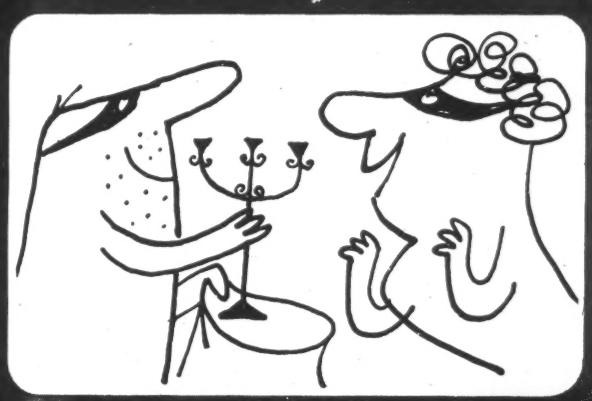

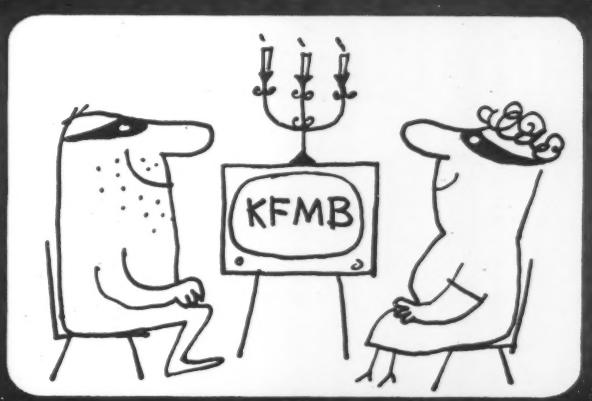

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call our acquiescence in an operation actually authorized by the executive arm of the government.

In other words, we do not find it is in the public interest, convenience and necessity, and issue a license. All we do is give to the conference committee our viewpoint about it and ask them to avoid getting into a field which we think belongs to private industry.

COMR. HENNOCK: Mr. Chairman, I just want to point out that I dissented. I am against the military in the broadcasting business in the use of mass media, particularly in the use of the airways. I think it is a very bad precedent for us in a democracy.

(Applause)

COMR. LEE: All I want to say is in this instance, Commissioner Hennock and I saw eye to eye. I voted with her.

(Applause)

MR. FELLOWS: We are ready for questions from the floor. Let me admonish you for just one moment and then you start. Please state your name and where you are from and please remember to observe the ground rules, particularly that ground rule which asks you not to ask questions concerning substantive matters now pending before the Commission. Sir?

Q. My name is Lee Jahncke, from ABC, New York. The Chairman referred to his confidence that there was room for growth of three networks in this country. That is of importance to me. Miss Hennock is in favor of the indefinite reservation of unused educational channels. I would like to ask whichever one is appropriate, is it in the public interest in a market to which only two stations are allocated and in which there is an unused educational channel, is it in the public interest to indefinitely reserve that educational channel, to collect dust, when the third network does not have access to that market place and does not have the opportunity to have its programs broadcast in the public interest?

CHAIR. McCONNAUGHEY: I made a statement before the House Interstate and Foreign Commerce Committee in answer to a question by Percy Priest, as he told you, that the way it looked to me, personally speaking today, there would be three networks at least. I could not say in my personal opinion it would be more than that.

Now, with reference to your question, I have made the statement for the record that I believe that we should be patient with educational channels. By that I don't mean that they should be held forever, but the fact that they are not being used or available today does not mean that they might not be taken up at some later date because they might be needed and be very useful.

COMR. HENNOCK: I am not going to take too long, but as long as you, a network, are asking that question, I will answer you.

You are talking about channels lying idle. I would like to know what you did to put more channels into use.

I remind you of the fact that there are 1,875 commercial channels. Of those 1,875 commercial channels there are only 312 vhf's on the air, only 106 uhf. Now what did you at ABC do, and not to speak of the other networks that were likewise manufacturers, to see to it that the public bought sets that could tune into all of these 1,875 channels, and what did you do about making your networking available? Then I will answer your question when you answer that one.

Q. In the American way, I ask equal time.

MR. FELLOWS: I was about to say that we did not arrange for rebuttal from the floor, but certainly under the circumstances you are entitled to it if you want it, or would you prefer to take it out of the trade press?

Q. I don't want to prolong it. I would like to make the simple point, our ability to serve the smaller markets that Miss Hennock refers to has to be built on the basis of our ability to get into the major markets, so that we can get the economic support from advertisers, in order to extend our lines and our service to serve the public in the small communities everywhere.

COMR. HENNOCK: Well, you had a network available.

(Applause)

You have a network available to you. I didn't notice ABC or any other network, including DuMont, going to the people in the last six years and saying, "Don't buy these sets, they are limited to just 15% of the television family."

And for you to complain that we have set aside enough channels for a nationwide public school system, I think you are the last to complain about it as a network.

Q. David Potter, WNAE, Warren, Pa. Would the Commission consider in regard to the daytime broadcasts this petition for uniform signoff during the year, factors other than technical ones? In other words, of the 2,700 broadcasting stations in the country, over 1,000 of them are daytime stations, and in 600 communities there is no other primary radio service. In our community there is no network service whatsoever, day or night, that comes up to a half millivolt. Also because of the television interference as it feeds off into these community lines, it takes over a millivolt to get a decent signal, and there is nothing up to a half, even.

Now when we go off the air, there is nothing in Warren whatsoever of a primary radio service. Would you consider the fact that our community has no radio service after a quarter to five in December, would you consider a factor like that as against the fact that major markets maybe have 20 station with satisfactory signals?

COMR. HYDE: That is a nice question. I think that I can give you a general answer taking up the first part of it quite easily, but the second part of it in which you go into it is something else.

In general the Commission does take into consideration factors other than pure engineering. If we followed strict engineering and set up a perfect system, one that was perfect from the standpoint of eliminating any interference whatever, I suppose that we would have 107 stations well distributed from a geographical standpoint so as to avoid adjacent channel interference, and of course with exclusive assignment so as to avoid co-channel interference.

A glance at the allocation will call attention to the fact that compromises have been made with strict engineering principles, in order to provide a multiplicity of stations, to provide a diversity of stations if you please, and also to make provision using a limited number of channels for a surprisingly large number of stations.

Now the second part of your question . . . To do that we would have to have sort of tailor-made rules, for every community in the country.

It would pose a tremendous administrative burden, and I just wonder how it could be worked out consistent with the administrative procedures act and other principles of due process which require us to codify all of our procedures, have uniform methods of handling applications. It would be a most difficult thing to accomplish in the way that you propose it.

I think that the Commission has gone somewhat in the direction within what I would say is reason. For instance, we have a rule or a policy which says that we will not license a station with more than 10% of the projected service area within which the normally protected contour is subject to interference, unless that station would bring a first service to an area which doesn't have one.

Now that is an effort to provide service in areas which do not have it, and making a compromise with a rule that would obtain in areas where they have service.

Q. Sam Sague, WSRS in the Cleveland area: I would like to ask the entire Commission if they have any opinion at this time against the station request for a thousand watt improvement or improvement up to a thousand watts for better service.

COMR. HENNOCK: If you are talking about improvements of a lot of the local stations, I don't know of anything more important including a lot of the day time stations.

I don't think that our allocations of clear channels and all the other allocations we made in 106 channels in am dating back to 1927 should be static, and I don't think that one class of stations should be taken out of a clear channel and get a decision, and I dissented for that reason as usual.

All I know is we should look to see if we can give you more power for better service and get as many good local stations as possible and make them stand on their own feet and help.

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By the way, have you heard about the couple who got into a terrific argument? The wife kept insisting, "If I die before you and my mother, I want you to ride in the same limousine with her at my funeral." "You know very well I can't get along with your mother," he objected. "Just that once," she urged. "Very well," he finally gave in, "but it'll ruin my day."

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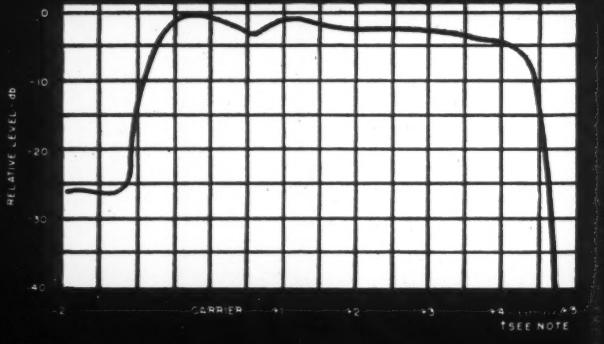

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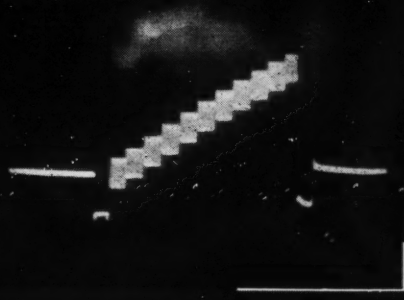
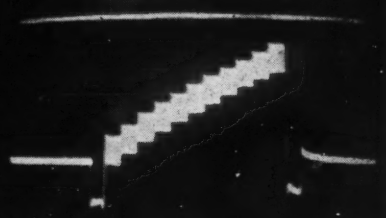


Pattern Taken Directly from Oscilloscope Showing Input To The Transmitter.



Pattern Taken Directly from Oscilloscope Showing Linearity of Transmitter and Broad Band Amplifier Stages.

4 AURAL TRANSMITTER EXCEEDS REQUIREMENTS

Quoting from "PROOF OF PERFORMANCE" report: — "AM hum and noise level of —53.4 db exceeds the —50 db requirement . . . The FM noise level of the entire system was —56 db and —61db for the transmitter alone — which complies with —55 db Commission requirements."

5 SUMMARY

"The equipment was found to comply with the Commission's requirements."

6 TUBE LIFE

Although not included in the "PROOF OF PERFORMANCE" report or covered by FCC specifications, any discussion of PROOF of S-E transmitter and amplifier PERFORMANCE would be incomplete without mention of a final-tube expectancy of 5000 hours and more! The Chief Engineer of a large S-E equipped station states: "We didn't change our tube budget when we changed from a competitive make 5 KW transmitter to an S-E 50 KW transmitter. At the end of the year, we still had a substantial amount of money left over in our budget." . . . and this in spite of a 10-fold increase in transmitter power!!

7 RELIABLE SERVICE

Although the FCC similarly does not set up standards on service, a valid "PROOF OF PERFORMANCE" must inevitably rest on service to the customer after the equipment is installed. The Chief Engineer of another S-E equipped station is quoted as saying: "In the case of The Standard Electronics Corporation, I would say that their equipment is only exceeded by the splendid cooperation and service we are getting from them."

Compare every make of transmitter before you decide!

Catalog and specification sheets are available, or ask for a personal demonstration of S-E transmitters and amplifiers. Write, wire or phone Standard Electronics.

STANDARD SE ELECTRONICS

standard electronics corporation

A SUBSIDIARY OF CLAUDE NEON, INC.

285-289 EMMETT STREET • NEWARK 5, N. J.

BIGELOW 3-5540

Canadian Sales Engineering Representative

Canadian Westinghouse Company, Ltd. • Hamilton, Ontario, Canada

SOMETHING FOR THE BOYS

EXHIBITORS—especially those with programs to sell—traditionally bring in models to add color and attract prospective buyers to their displays. B•T felt that convention coverage would not be complete without a pictorial record of that activity. Herewith, what the camera found:

SHEENA, star of ABC Film Syndication's new series, came out of the jungle long enough to meet the convention. Many conventioneers were trying to promote a match with TPA's Ramar of the same address. The name on her contract is Irish McCalla.

THE COMPETITION is beckoned in. General Precision Labs' hostess was waiting at the doorway when Philco executives Marshall Williams (l), general sales manager, government and industrial division, and James D. McLean, vice president in charge of the division, went by.

JEANINE PARRIS of Atlanta (below), Miss Georgia of 1955, was the "official" hostess of Official Films—"the only peach that didn't freeze in Georgia." Her address was given as 37-22-37½.

A SILVER SERVICE was the prize Standard Electronics put up for the best answers to a series of questions about one of its tubes and transmitters. The Scotch-clad (for economy) miss offered entry blanks to passers-by.

BALLOONS promoting various film properties decked the ceiling of the Shoreham wing which housed CBS Television Film Sales. A dozen or so of them, temporarily moored, provided a pretty backdrop for a hostess.

A REMARKABLY reasonable facsimile of Marilyn Monroe obligingly posed for pictures with guests at the Flamingo Films display. Here she is engaged in earnest conversation with Robert D. Swezey (r), WDSU-AM-TV New Orleans, and Harold C. Lund, KDKA-TV Pittsburgh.

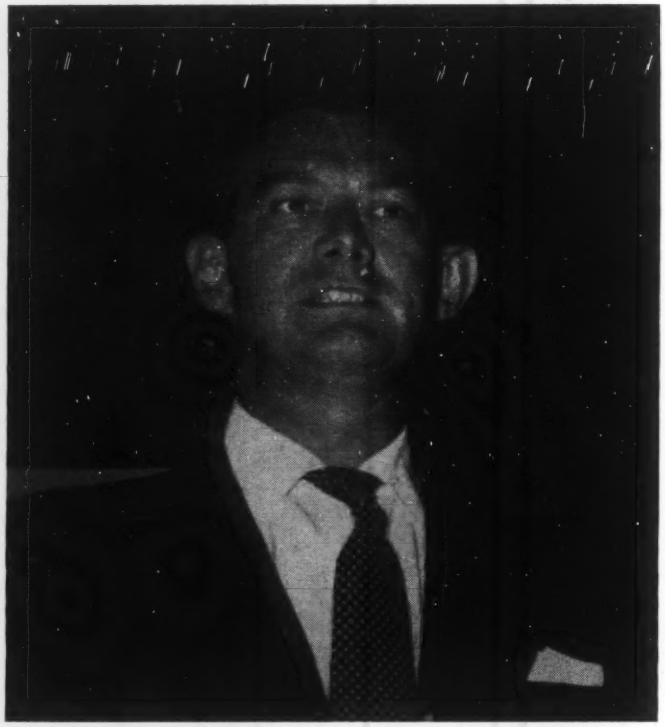
TELEVISION Programs of America built its display around hats—it gave away 5,000. The display shows merchandising tie-ins available with the various series.

WHEN Guild Films' hostess wasn't perched precariously on chairs she was available to tell interested broadcasters about the company's film series.

THOSE BROADCASTERS who weren't seeing double before they got to Screen Gems certainly were when they left. The company had two of everything on display — from scenes of the various properties to the models posed here.

THE KEYS these platinum-tressed-and-dressed models had to offer really worked—but to RCA Recorded Program Services' exhibit suite, not to their rooms. The many who made the trip were entered in a drawing for a number of prizes the company gave in its "Platinum Mine" contest.

THE FORM OF THE FUTURE



Here is condensed text of convention address by Sylvester L. (Pat) Weaver Jr., NBC president. (See news story, page 79.)

PROGRAMMING IS the business we are in. How we sell it, and what studios we produce it in, and what stations carry it, and how we publicize it, and even how much money we make, or lose, are all secondary activities that have no life of their own. They become what they are because of the programming. Only programming can basically change them.

We are not like the movies—merchants of dreams, salesmen of escape. We primarily deal with reality. We are communicators, like newspapers and radio at its best. For advertising support, we must provide useful television selling to every national advertiser. For circulation vitality, we must provide programs of sufficiently varied interest to reach every home and every person in that home over our schedule. We must gamble on shows, on talent, on projects; and we will lose in doing this all too often. But only a great network can afford the risk, and that is essentially why the great network service is so important to this country.

From today, television in transition, let us look at tomorrow, two ways. First, let us look at it as if the network went out of existence and we went to a fragmentized system of television. In 1960, I think the elections would be brought to the people, but by a pool made up of a group of program companies and syndicates—the successor operations to the networks—and a pool tells you immediately what you'd get . . . nothing comparable to the vying competition in ideas, men, presentation attempts, new equipment uses, and all the other aspects of competitive big network operation where money is spent, perhaps lavishly, to establish a position with the public for excellence in coverage.

In the program field, the agencies would do what they must do —buy low cost circulation for their clients. And the clients would and should use their advertising funds to sell their goods. What would happen—the agencies and companies would buy up hot attractions at any price, place those attractions in sequence on third or fourth stature stations at either free time deals or big rate cuts.

This would mean a shift of money from stations, who have proved that they will spend part of their money back in public service—a shift to program companies and syndicates, who will spend their money on shows aimed at the lowest cost per thousand. Once the hit half-hours develop good ratings, then they will program the cheap half-hour after them in order to hold enough audience at the lower program cost to get a great buy . . . and you have set up the chain reaction that will take this great instrument of ours and depress it to a living room toy—panels, quizzes, B pictures, audience participations, trivia, escape, breaking through the nadir of nepenthe! This may happen even with networks fighting against it because many elements are looking for ways to break the present structure.

But if it happens, it will be a dark day for our country.

If then a fragmentized system would end the great kind of service we now have, let us look ahead to what we can expect if we get a really prosperous network setup.

First, we would be developing hits on a much more organized basis, and our regular half-hour and hour shows would reflect this. This will come about not because of any greater effort but because we will finally sell the principle we at NBC at least started with back in '49—rotation of advertising. If we had sold the Saturday night revue—*Show of Shows*—as planned which we didn't because of FCC opposition, we would have established this basic form that allows gambles and program cost control both.

Then, the regular shows will appear three out of four weeks on a regular basis, and in each time period once a month there will be special programming. Some of this will be all-night programming of the kind we publicized five and more years ago, with integrating ideas like "The City" or "Americana" or "An Unforgettable Night of Music." We will find the vignette principle of writing and production in full flower. This is what we call the Mr. Omm principle, from the show of that name which we announced in 1949 and did in 1950, whereby a writer writes to his material, not to television. His vignette might be 20 minutes or 20 seconds or two hours. He writes it, and we produce it. This has always been the form of the future to some of us.

In our future tv week, we might have six or seven hours of special programming. First, a three-hour, all-evening entertainment spectacular. Then a one hour telementary. Telementaries give background and orientation on a subject like Pete Solomon's "Three-Two-One-Zero" on the hydrogen bomb or his forthcoming "Nightmare in Red" on Russia, or on "India" and "Tomorrow" telementaries. These are great lasting productions taking as much as a year to prepare and execute. Then we'll have one news-in-perspective show, a form that still escapes all of us, in my opinion.

It would represent a relevant, important subject made into a special major report to the people and would be done in time to be hot. This would marry our *Background* and *Comment* shows with Ed Murrow's *See It Now,* but with less feature story feeling and more miracle-type coverage. We now have movies and will have tape soon, and we are all over the world and will bring in pictures live soon, and when Bandung happens, or the security question, or the hydrogen bomb, or whatever is current, then we must go out to cover the story, where it happens, talking to those who are making it happen, hearing from the most professional accredited experts on the meaning and significance of the event

READY FOR DELIVERY

. . . the half of Indiana which accounts for $2,478,295,000 in retail sales. Only one station delivers it. For the greatest coverage in Indiana select

WFBM-TV INDIANAPOLIS

Represented Nationally by the Katz Agency

Affiliated with WFBM-Radio, WOOD-AM & TV, Grand Rapids; WFDF, Flint; WTCN, WTCN-TV, Minneapolis-St. Paul.

and, in the latter, hope that our own correspondents have top stature. We must make it significant and relevant to the viewer. This kind of exploration of the events and issues of our times, done with showmanship to get audiences of 20 and 40 and 60 million, and yet without simplifying or writing down. We can do all this, and will. This is the most important program development of the future.

Another special program might be a cultural hour—the opera, ballet, or even an esoteric experiment. For we must have shows aimed at the light viewers of all types—fine music lovers, jazz lovers, intellectuals, business groups, social groups, etc. The telementaries and special news projects will aim more at the opinion influencing audience, because these shows will have taken the primacy in building American opinion and in conveying information to the people; but the cultural shows will also be scheduled regularly.

And why do we think we can suddenly wipe out an evening of quizzes and storytelling and situation comedies and put on a symphony orchestra and the Sadler's Wells Ballet and an unforgettable evening of music for the legitimately inclined music lovers? It will be easy because the advertiser who buys into a certain blue-chip association pattern of advertisements will get his ads on this night along with other features during the year . . . and will have agreed to it before we schedule it, but in a pattern that makes sense for him and for the great audience as well. The other attractions of a blue-chip association pattern might be quality drama regularly, plus the *Wide Wide World* on Sundays, which will be school-ordered viewing that makes us all contemporary with our own world and its places and peoples and ideas.

So we will see great regular attractions and special viewing inducements on top of the regular shows each week which will bring opera, ballet, entertainment of all kinds, the circus, rodeo, ice shows and other attractions, and wonderful news and real world coverage events, including sports and great occasions if they are still available, and great spectaculars. Incidentally, these shows will be the trying out ground for material and artists and writers before the stage or the movies use the material, instead of the other way around as it is now. Listening to this schedule, you may well ask where are you going to get the talent?

If the great network concept is accepted by all elements as desirable and it lasts, then we still have to get the people to write and produce and enact all these great shows. Can you mass produce quality? Answer, yes.

Our television enterprise has excitement. It has significance in a time of world crisis. Given the talent development projects that we and others have and will announce, we will find great increases in the number of talented people available to us and from them and from intelligent direction and management will come this flood which will include excellence as well as flotsam and jetsam, genius as well as filler.

I would like to close on a personal note. If the plans I made in '49 and '50 had been carried out, we would have a much better, finer, more prosperous television service to the people than we have today. They were not carried out because, essentially, the networks did not have power to carry them out. What this country needs is a great, prosperous television service that meets its obligations and duties, not a fragmentized service that solves the problems of some elements on the periphery of the industry. We in the networks mean too much to the American future to be hobbled. We are the mainstream of the future of American information and education services.

We are the force that will increase the economy to new high after new high. We can serve humanity and our times. Do not stop us.

Alfred P. Sloan Award

National Safety Council Award

5 Associated Press Awards (for excellence in covering and reporting news)

IT'S LEADERSHIP

any way you look at it!

The "OWL" carries over 60% of all National Spot bought in the Muscle Shoals Market

The "OWL" carries more local Business than any other station in the Market

WOWL** also operates **WGAD

the Big Station in Gadsden

Alabama's 4th Market

DICK BIDDLE, PRESIDENT

ASK BILL RAMBEAU ABOUT THESE ABC STATIONS' DOMINATION OF ALABAMA'S 4TH & 5TH MARKETS

we don't know how many people prefer olives in their martinis...

BUT we *DO* know that among leading radio and TV agency executives **2** out of **3** say they prefer to read a WEEKLY radio-TV trade publication.

Like so: *

daily	4%
weekly	67%
semi-monthly	20%
monthly	13%
no answer	4%

(*Note:* over 100%? multiple answers caused it.)

(Here, of course, is a resounding vote for **BROADCASTING-TELECASTING** . . . the ONLY 100% radio-television *weekly* in America.)

moral: The man with something to sell goes where his best customers are most likely to be.

* **This is only one of several revealing facts established by Ross Federal Research Corporation's recent *"Readership and Preference Study of Radio & Television Trade Publications."* If you don't have a copy, you should. Write to Broadcasting-Telecasting, 1735 DeSales Street, Washington 6, D.C.**

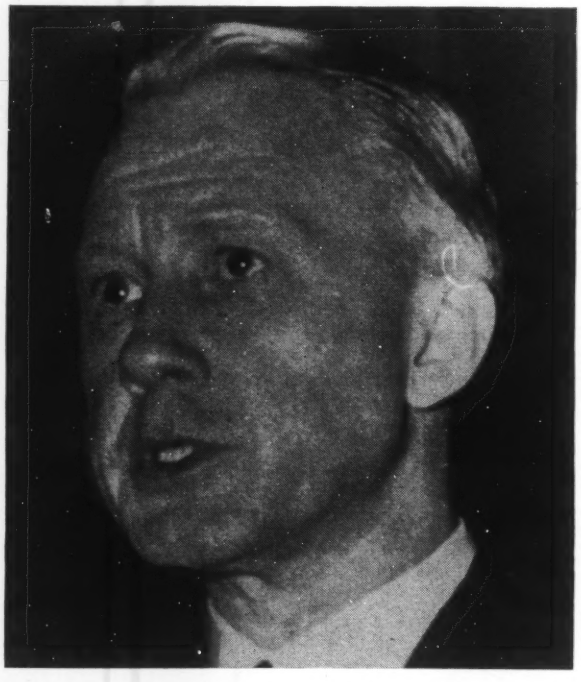
TV: MIDDLEBROW OF MEDIA

Here is condensed text of convention address by Frank Stanton, CBS president. (See news story, page 79.)

THE vastness of television's scope makes my assignment—"The Role of Television in Our Society"—both simple and complex. It is simple if we do nothing more than congratulate ourselves on our explosive growth and enormous influence. It is complex indeed when we ask ourselves what our medium is *for* and *where* it must grow in the future.

Not only our American techniques but American society and American culture have taken, during the last 20 years, what scientists call a quantum jump—an enormous leap forward. Many of us in broadcasting are not yet fully aware that this has happened. In this leap forward from the America of even the recent past, I place our new communications arts—radio and television, but particularly the latter—among the pioneer troops of a great new exploration: the exploration of nothing less than our whole social future.

Television, with all its faults in its very brief life, has made an enormous contribution to art, to science, to society and to political and social enlightenment in this country. From heavyweight thinkers, it gets little public credit for this. It gets little credit from them except for making money and selling goods and keeping kids from their homework.



Its effect in reality is very different. For it would be a long assumption to make that America could have even now taken its place as leader of the free world had it not been for the understanding — sometimes the agonized understanding — that television along with radio has brought into the American living room of the problems and dangers that beset Europe and Asia, our neighbors in this perilous world. Whether looked at as enlightenment or information or entertainment, television has swiftly become one of the great good things of modern life.

We all know the practical reason why sponsors with something to say to consumers have swarmed to television as an advertising medium: because, despite all our problems, and despite all our failures to satisfy our critics or ourselves, *the strongest sustained attention of America is now, daily and nightly, bestowed on television as it is bestowed on nothing else.*

So far, so good. But the problem of what television is *for* persists. The more sets, the more pressing the problem.

I think we can say of the potentials of television that not even the sky is the limit. The potentials of television have no closed top: they are as big as the potentials of an American society or a world society, and I do not feel like setting a limit on that. Whatever man is going to do, we shall more and more follow and record. But in another sense I would put a very sharp limitation on the potentials of television. I feel I know where television will fail, and where it *has* to fail. It *has* to fail in substituting itself for an active participation in life itself. This has been asked of it, but it must not respond. Let television have a mass audience, but heaven forbid that it be a universal audience of homogenized tastes in a leveled society, without leaders or inspiration.

If television has a passive audience—which I deny—it must do everything it can to shake that audience out of its passivity. For the role of television in our society is never going to be determined just by what we do—we in the industry—or even just by what the FCC does, but by what the whole of society does. The less society does, the less we can do. We are its mirror. We are the great extension of almost everything.

President Eisenhower said on Tuesday that he thought broadcasters should be able to express "proper opinion," as the editorial columns of newspapers do. I am happy to hear those words, and CBS will not forget them. But even so, we and our public and our critics must note these important differences: we can help education, but we cannot *be* education. We can give the pulpit a wider range, but we cannot *be* religion. We can help the American home, but we cannot *be* parents. The true, proper function of television in our society is not to make a perfect world, or even a perfect District of Columbia, but to meet the world as we find it; to show it to itself, warts and all; to make it better informed and hopefully happier, *and to make it aspire*. If our friends and critics count this last as a failure in present performance—and there is some reason why they should—we should do something about it.

There is raised here the long-debated question of what television should do in relation to the public taste. Well, the larger the public, the less remarkable its taste. This is not said in cynicism, but only in deference to the probability curve, which tells us that there will always be more men wearing 7⅛ size hats than will wear 6½'s or 8¼'s and that all middle grounds, whether of taste or opinion, are always the most widely held. Any mass medium will always have to cater to this middle or cease to be. But to cater is not to pander. We of television have two things to try to accomplish at once: to *satisfy* the public taste, and *raise* it a little, too. We must help lead without losing our followers by getting too far ahead.

I think we do moderately well here. Our American middle public now accepts, as a matter of course, values in art and music that the most cultivated European audiences would have angrily rejected a comparatively few years ago. And what does anyone suppose has caused this new sophistication? It was, of course, the mass media, of which television is now the most pervasive and persuasive. To be sure, these mass media get many of their new ideas from so called highbrow sources—but they *do* get them, and they *do* pass them on. The television function, the television obligation, as the most powerful of these media, is to be the alert, fast-reacting middlebrow. To the extent that it is, it has the effect of slowly forming the tastes and aspirations of America on better and higher plateaus than the past. The policy of 'giving the public more and more of what it likes' is no longer good enough because it no longer goes far enough. Television could scarcely have gotten started by giving the public what it *didn't* like—but the day for a closer inspection of the relationship between television and its enormous public is now, in my opinion, at hand.

Television has the defects of its virtues. A nation whose living rooms are piped together, so to speak, via television, is a nation of greater cohesiveness than otherwise. But the unwanted twin of cohesiveness is conformity. Is it up to the television industry alone

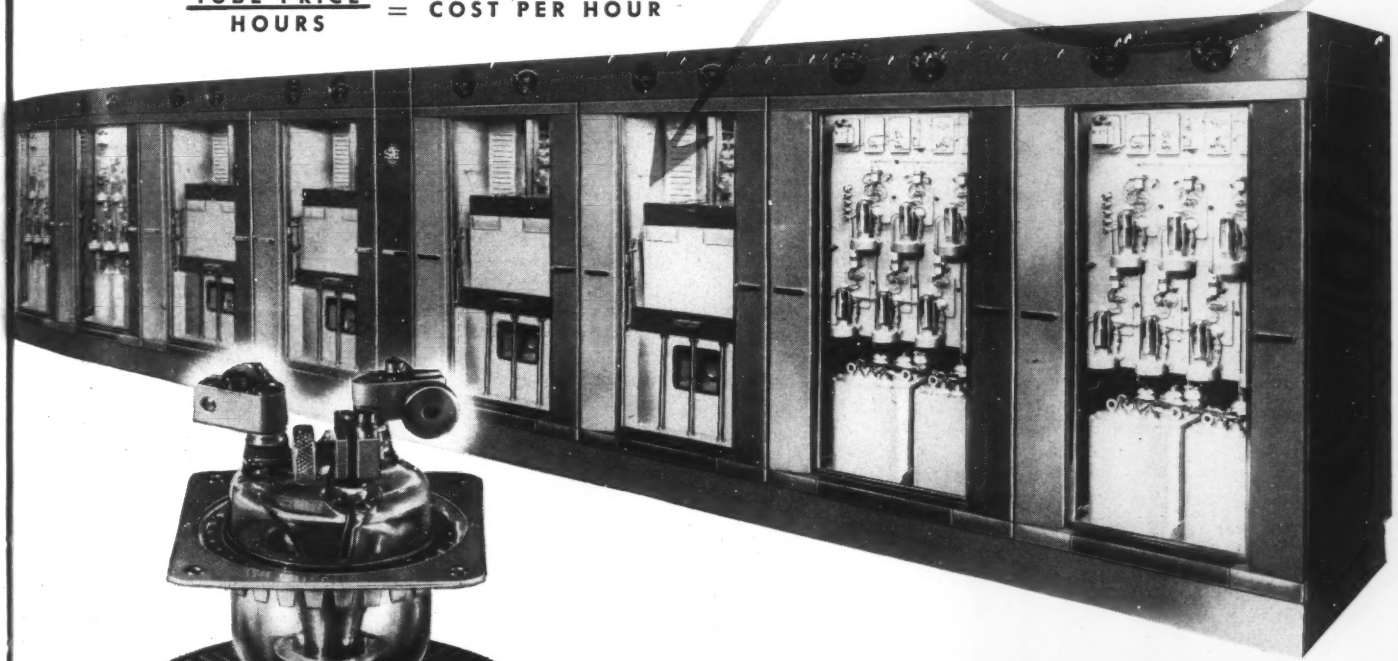
PEAK PERFORMANCE

Costs Less These Days

Amperex
5924/AX-9904R

THE TRUE MEASURE OF ECONOMY IS

$$\frac{\text{TUBE PRICE}}{\text{HOURS}} = \text{COST PER HOUR}$$



16
OF THESE TUBES ARE USED IN THE TRANSMITTER SHOWN ABOVE

RETUBE WITH Amperex®

For example, this Standard Electronics 40KW TV transmitter uses the AMPEREX 5924/AX-9904R in the aural and visual high-band VHF amplifier stages, designed for use in the "Heart of Dixie," at WABT, Channel 13, Birmingham, Alabama, where ***it has given up to 7,926 hours of consistent service at an operating cost of only 2.7 cents per hour.*** Also, six other 5924/AX-9904R's have withstood high power levels for over 7,000 hours

Remember, this long life was accumulated in high-band final amplifier stages where the going gets rough. Even longer life can be expected at the reduced power level in driver stages.

Long life has been deliberately "built in," by proper design and proper tube geometry, for operation with high peak output over the entire VHF range from 54 to 216 mc.

*Low operating cost-per-hour is only **part** of the story; the low initial cost of this tube keeps your spare-tube-inventory-investment at a minimum!*

Here is a partial list of other important stations using the 5924/AX-9904R. These represent approximately 18 million viewers witnessing proof of reliable performance!

WOR-TV	— New York	**50 KW, Ch. 9**
WLWA	— Atlanta	**50 KW, Ch. 11**
WMAZ-TV	— Macon, Ga.	**25 KW, Ch. 13**
WSPD-TV	— Toledo	**40 KW, Ch. 13**
WEAT-TV	— W. Palm Beach	**10 KW, Ch. 12**
WALB-TV	— Albany, Ga.	**10 KW Ch. 10**

Available from Your Local Radio Parts Distributor

AMPEREX ELECTRONIC CORP. 230 DUFFY AVE., HICKSVILLE, N. Y.
In Canada: Rogers Majestic Electronic Ltd. • 11-19 Brentcliffe Road, Leaside (Toronto 17)

to determine how we can have the strength of cohesiveness without the sticky glue of conformity? Or has not society some answers to work out here strictly on its own account? Similarly, the more we provide information and serve as the eyewitness to events great and small, the more we threaten the privacy of the individual; here society will have to determine the balance it wishes to strike between its curiosity and its sense of wanting, like Greta Garbo, to be alone.

In an age of guided missiles and hydrogen bombs, television has given the American people a useful instrument for the preservation of democracy. Political scientists decry in one breath and admit in another that one advantage that totalitarian governments have is that when the time comes for mass action, those governments can turn on a dime. The people of totalitarian nations do not know and those who do not know, do not ask. Those who do not ask, do not question their leader's orders; they do as they are told. In such an age, where we deal with huge masses of people on the one hand and supersonic speeds on the other, the quickest kind of action may well mark the difference between the life and death of our civilization.

It is at this point that television—with 34 million sets each in use over five hours daily—makes its broadest contribution and provides an effective alternative to totalitarian methods. It is fundamental to our political way of life that we substitute facts and information for dictatorship. A nation which is informed honestly and fully is a nation which, when the time comes for decisive action, can move quickly and positively. Television, with its penetration, its wide geographic distribution and impact, provides a new, direct and sensitive link between Washington and the people. The people have once more *become* the nation as they have not been since the days when we were small enough each to know his elected representative. As we grew, we lost this feeling of direct contact. Television has now restored it. Day in and day out, television maintains this link so that the people are ready to act with the salient facts at hand.

All communication tends to level. The task of television is to try to keep the level high—yet not to level too much. The balance here swings between what creation in programming can gird itself to produce, and what our public will reasonably accept and understand. In striking new and better balances, our industry must have help—positive and constructive help—from without. Here, we should assure our friends, we have no more desire for a monopoly than in any other area of our activity. Here is a burden we would like to share. Since nothing less than society itself is going to determine our broadest future aims, let society get in here and push. If society will push, it will find us most responsive: all we ask is that it push toward the open spaces and not into a corner. We ourselves still don't know where the unconquered spaces of television are because we still lack a complete map.

Accordingly, the Columbia Broadcasting System will provide the funds, and form a major public committee, for the purpose of a comprehensive, impartial nationwide study of *what the public expects of television*. CBS would provide the funds for the committee —let us here give it the working name of "committee to survey what the public wants from television"—to be composed of distinguished members of the public representing the arts, religion, labor, industry, education, social and political scientists and television critics. CBS connection with the committee would then cease.

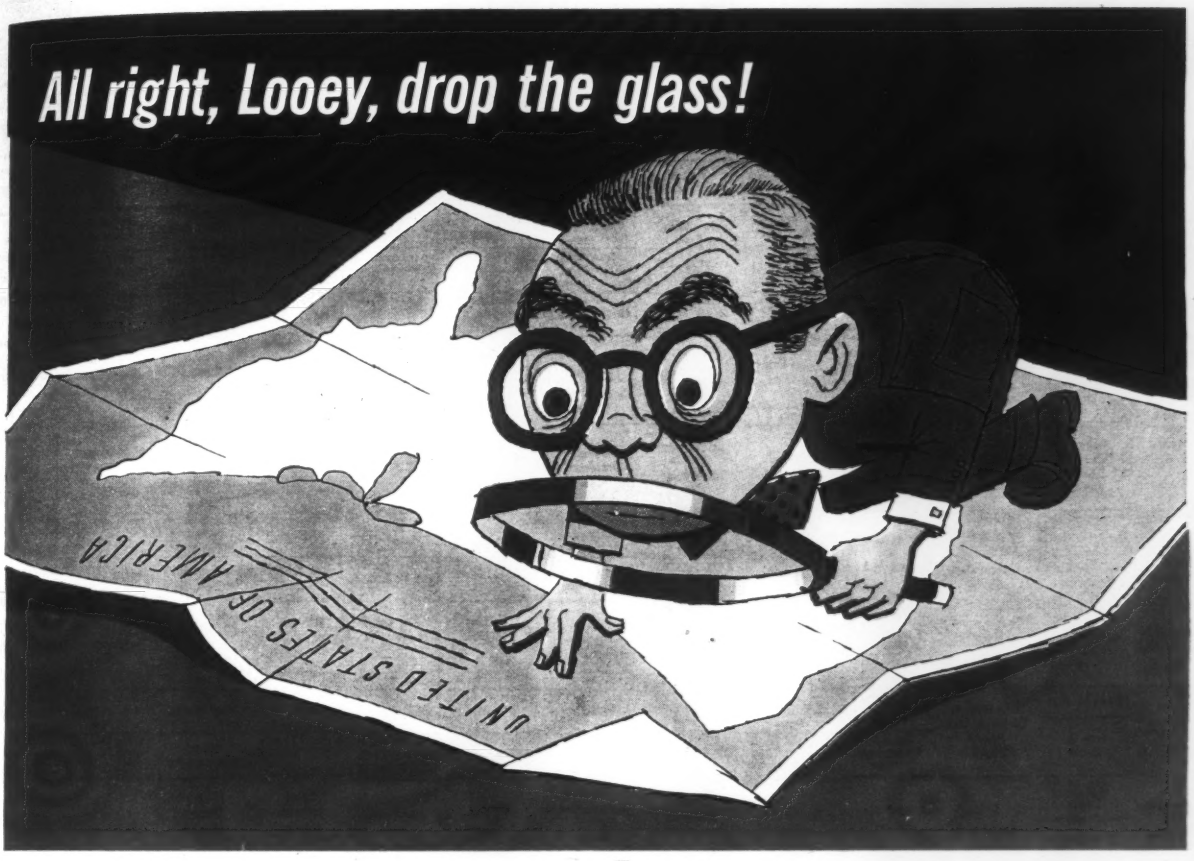
The committee would deliberate as to the ways in which the public interests would best be served by a better knowledge of what the public wants and expects of television and what it means to the public. Let it then denominate the areas and methods it chooses for major investigation. Let it then develop a list of the most difficult, vexing or perplexing questions on which public opinion of all degrees should be solicited as to the role of television in our society, and then let these questions be turned over to an experienced professional group for a field study to collect the answers the public gives back. We need these answers. I cannot guarantee that this study will provide all the answers because the approach is too novel. But we owe it to our audience, as well as to ourselves, to try to establish some systematic method of inviting the public to participate in shaping what we do. Such a thoughtful and conscientious probing could well provide a newer and far better set of navigation charts than anyone in the broadcasting industry—or in any area of mass communications—has ever had.

Most emphatically, this would not be—and the reputation of the committee would be such that it *could* not be—a study of "what the public likes" in the way of programs, so that the public could just be given more of it. The committee would take all pains that its report could not be used as a shelter for complacency, or as justification for continuing in a series of well-worn ruts, or persisting in a habit known to be bad merely because a majority of the public seems to have only mild opinions about it.

What our industry would gain from such a national study, embracing every social and economic level from top to bottom, is something very important indeed. I believe it would serve as a catalyst to start the reaction of a true two-way communication between television and the great society it tries to serve, whereby society responds to television in terms deeper and more important than any popularity ratings could ever reflect, and in terms far more meaningful than is provided by the selective process of reading a typical mail that comes to the broadcaster, the legislator or the FCC. The temper of the public on many important issues and problems before us could be made unmistakably clear.

A passive society is death to television in any long run, as much as it is death to any other institution. As I see this public inquiry it would create a great deal of active controversy, and make a large fraction of our society think, as it has never been asked to think before, How can *I* make a positive contribution to the television broadcasting art of the future? And therein we could find the strong beginnings for the new next decade of television progress —and suggestions for the true "Role of Television in Our Society."

TENTH anniversary reunion of U. S. Broadcasters Mission to the European Theatre of Operations was held in Washington May 2[illegible] L to r, seated: Col Harry C. Wilder, WTRY Albany; J. Leonard Reinsch, Cox Stations; John E. Fetzer, WKZO-AM-TV Kalamazoo; former NARTB President Justin Miller; Clair R. McCollough, Steinman Stations; Joseph H. Ream, former executive vice president of CBS. Standing: Don L. Kearney, ABC Film Syndication Inc., one of the escorting officers; Robert D. Swezey, WDSU-AM-TV New Orleans; Abel Green, *Variety* editor; William S. Hedges, NBC vice president; Joe Csida, Csida-Grean Assoc.; Ed Kirby, chief escorting officer; Ted Bergmann, DuMont network, escorting officer; Lester W. Lindow, WFDF Flint, escorting officer, and Sol Taishoff, B•T. Absent were Morris Novik in Europe as UNESCO delegate; Mark Woods, former ABC president; John W. Alicoate, *Radio Daily*, and Martin Campbell, of Dallas.



That BIG, PLUS Market is Easy to Find!

Sixty million Americans can't get lost—except that is if'n you wear blinders and can't see 'em. Funny too—that some advertisers are just now opening their eyes—and what a sight they're seeing. Sales by the carload, trainload and boatload—profitable sales and steady sales in the great Hometown and Rural American market. And better still, this is a market that is blanketed—but BLANKETED by the 835 Keystone Broadcasting System stations . . . as no other medium ever blanketed anything.

It won't be necessary to swallow our whole pattern to check our claims. You can test and try in a territory of your own choosing and we'll put together a NETWORK to give you extra sales and PLUS MERCHANDISING at a cost you won't believe—it's so low. Write or phone today. We'll be delighted to give you ALL THE FACTS!

•WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 West Washington St.
STate 2-6303

NEW YORK
580 Fifth Avenue
PLaza 7-1460

LOS ANGELES
3142 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post Street
SUtter 1-7440

✓ **TAKE YOUR CHOICE**

A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

✓ **MORE FOR YOUR DOLLAR**

No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

✓ **ONE ORDER DOES THE JOB**

All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

N E W S

KBS

Keystone
BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

COMPARATIVE NETWORK AM SHOWSHEET

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BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	First 5 Texaco Monday Morning Headlines	Wm Wrigley Gene Autry (195) R	Public Prosecutor	The American Forum
6:15	Paul Harvey Bellitone			
6:30	The Evening Comes	Summer in St. Louis	Mutual Benefit On the Line with Bob Considine (546)	Nothing But Music
6:45			All-Star Sports Time	
7:00	Show Time Review $	Juke Box Jury	Richard Hayes Show	Special Tribute Programs
7:15	George Sokolsky			
7:30	Valentine		Studio Concerts	
7:45	Henry Mile Travel Talk $			7:55-8 NBC Travel Bureau
8:00	Co-op America's Town Meeting	Toni & Whitehall Cosponsored Our Miss Brooks (206)	U S Military Academy Band	X Minus One
8:15				
8:30		Campana Philip Morris My Little Margie (205) R	Enchanted Hour	The Adventures of the Abbotts
8:45				
9:00	Walter Winchell ASR & Bayuk alt. wks.	Kraft Foods Rudy Vallee (204)	Natl'l Labor Management Fulton Lewis	The Adventures of Sherlock Holmes
9:15	Quincy Howe $		Success Story USA	
9:30	Sammy Kaye		Manion Forum Dean Clarence Manion	Easy Money
9:45			Co-op Keep Healthy	
10:00	Bankers Life & Cas. Co. Paul Harvey	News (5 min)	Billy Graham Evangelist Assn. Hour of Decision	Fibber McGee & Molly * 3-Plan
10:15	Elmer Davis	Face the Nation		The Great Gildersleeve 3 Plan *
10:30	The Assemblies of God "Revival Time"	John Derr Sports	Little Symphonies	Meet the Press
10:45		U N Report		
11:00	Moods in Melody	News	Winnipeg Sunday Concert	News From NBC
11:15 PM		Dance Orchestra		No Network Service

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of 5-6 p m Strip	No Network Service
	Budweiser Bill Stern	No Service		
	Co-op George Hicks	Delco Batteries Lowell Thomas (199)		Sun Oil & Co-op 3-Star Extra (34)
	Vandercook CIO	Hamm Scoreboard	Co-op Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe	Tennessee Ernie $ (121)	Dinner Date	No Network Service
	TBA		American Home Prod. Gabriel Heatter	Miles Labs News of World (166)
	Les Griffith 7:55-8 $	Am Oil Ed. R. Murrow (89)	In the Mood	Toni Co. One Man's Family (182)
	Just Easy Gregson	Mr. Keen	Top Secret Files *	Gen. Motors Henry J Taylor
	News $	Amer Tob Edwards-News		
	Voice of Firestone	Lever-Lipton Godfrey Talent Scouts (171) R	Co-op Broadway Cop	Boston Pops Orchestra
	Music Tent	Liggett & Myers Perry Como (208)	Esso Reporter Footnotes to History	Bell Telephone Telephone Hour (185) R
		Cons Cosmetics & Gen Fds B Crosby (206) R	Brian Aherne's Spotlight Story	
	Freedom Sings Concert	9:30-9:55 Amos 'n' Andy Music Hall Viceroy Cig. (206)	Reporters' Roundup	Cities Service Band of America (113) N
	News 9:55-10	Robt. Trout, News Chevrolet (201)	Virgil Pinkley	Fibber McGee & Molly * 3-Plan
	AFL Edw. Morgan News	Hamm Scoreboard		The Great Gildersleeve 3-Plan *
	How To Fix It Co-op 10:15-25		Dance Orch.	
	News 10:25-30	Dance Orchestra	Distinguished Artists Series	Wings for Tomorrow
	Martha Lou Harp			
	Songs by Dini	News	Mutual Reports The News	No Network Service
	Sports Report $	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of 5-6 p m Strip	No Network Service
	Budweiser Bill Stern	No Service		No Network Service
	Co-op George Hicks	Delco Batteries Lowell Thomas (199)		Sun Oil & Co-op 3-Star Extra (34)
	Vandercook CIO	Hamm Scoreboard 5 min FYI only	Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe	Tenn. Ernie (121)	Dinner Date	No Network Service
	TBA		Banker's Life alt. wks. Gabriel Heatter	Miles Labs. News of World (188)
	Les Griffith 7:55-8 $	Am Oil Ed. R. Murrow (89)	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family
	Jack Gregson	Suspense	Treasury Agent *	Toni alt with Paper Mate People Are Funny
	News $	News		
	TBA	Disk Derby	Co-op John Steele Adventurer	Liggett & Myers Dragnet (197)
	News $			
	Sammy Kaye $	Rosemary Clooney $	Esso Reporter Footnotes to History	Biographies in Sound (Effective 6/14)
	Chr. Sci. Pub. Co. Edwin D. Canham	Bing Crosby $	Brian Aherne's Spotlight Story	
	Platter Brains $	9:30-9:55 Amos 'n' Andy Music Hall	The Army Hour	
	News 9:55-10	Robt. Trout, News Chevrolet (201)	Virgil Pinkley	Fibber McGee & Molly * 3-Plan
	AFL Edw. Morgan News	Hamm Scoreboard 5 min FYI only		The Great Gildersleeve 3 Plan *
	How To Fix It Co-op 10:15-25		(Co-op) Men's Corner	
	News 10:25-30	Dance Orchestra	Citizens at Work	Listen to Washington
	Take Thirty $			
	Singing with the Stars	News	Mutual Reports The News	No Network Service
	Sports Report $	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

	ABC
	Not in Service
	Budweiser Bill Stern
	Co-op George Hicks
	Vandercook CIO
	Co-op Quincy Howe
	Les Griffith 7:55-8 $
	Jack Gregson
	News $
	TBA
	News $
	Sammy Kaye $
	President's News Conference
	News 9:55-10
	AFL Edw. Morgan News
	How To Fix It Co-op 10:15-25
	News 10:25-30
	Relaxin' Time
	Town & Country Time
	Singing with the Stars
	Sports Report $

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	9:00-9:05* ABC News	News $	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Great Moments of Great Composers	Music Room		Carnival of Books
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God (268)	Faith in Action
9:45		Bob Trout Chevrolet		Art of Living
10:00	Message of Israel $	Church of Air $	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Negro College Choirs $		Voice of Prophecy (307)	Headlines In Perspective
10:45				
11:00	Sunday Melodies	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest (302)	News from NBC
11:15	Marines in Review		First Church How Christian Science Heals	Stars From Paris
11:30	The Christian In Action $	News* (5 min.) Invitation to Learning* $	Northwestern U. Review $	Pauline Frederick at the UN
11:45				TBA
12:00 N	No Net Service	The Leading Question	U. S. Marine Band	Music for Relaxation
12:15 PM				
12:30	The World Tomorrow Radio Church of God	Foreign Affairs	Bill Cunningham Co-op	The Eternal Light
12:45		Wash. Week	Co-op Merry Mailman	
1:00	Churches of Christ Herald of Truth (108)	1-2 p m Woolworth Hour	Wings of Healing Global Frontiers	Anthology
1:15			First Church How Christian Science Heals	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Breakfast Club 8-9:15 MWF S Tuesday Mutual of Omaha Thursday Realemon	Co-op News	Co-op Robt. Harleigh	No Network Service
	9:15-9:45 M-F Swift	No Service	Easy Does It	
	9:45-10 MWF Chevrolet TuTh Quaker	Pet Milk Godfrey (199) R	Cook Chemical Cecil Brown Real News of the Morning Johnny Olsen Show	10-10:05** M.M.McBride
	Sterling Drug Tu&Th (sust.) My True Story (212)	Campana Staley Godfrey (203) R	Co-op Cecil Brown	Doeskin Prods N V Peale
	Carnation M-F Whispering Streets (224)	Frigidaire-Bristol Myers Arthur Godfrey (206) R	Faith In Our Time	Joyce Jordan M.D.
	When A Girl Marries (165) $	Kellogg Minn. Mining (206) R	Kraft News	Doctor's Wife
	Companion $	Toni Lever Godfrey (295) R	10:35-11 Johnny Olsen Show	Miles Labs Break the Bank
	Paging The Nun $	Pillsbury & Toni alt Fri (205) Pillsbury M-Th	Florida Calling With Tom Moore	C-P Strike It Rich (179)
	Albert L. Warner News $	Contnl. Baking Make Up Your Mind (56)	Kraft News	C-P The Phrase that Pays (183)
	Your Neighbors Voice $	Second Husband $	Sleep-Eze Co Queen for a Day P. Lorillard (551)	Second Chance * 3-Plan
	Valentine	GF on TuTh P&G Wendy Warren (190)	Down at Holmesy's	No Network Service
	Luncheon at Aster	P&G Ivory Snow Rosemary (101)	Kraft News 12:15-12:20	
	N. Y. Day by Day	Toni MWF Whitehall M-F Helen Trent (189)	12:20-12:30 Down at Holmesy's	
	No Network Service	Whitehall-P&G Our Gal Sunday (183)	12:30-1 No Service	
	Co-op Paul Harvey	P&G Ivory Road of Life (138)	Co-op Cedric Foster	
	Co-op Ted Malone	P&G Oxydol Ma Perkins (162)	Mutual Music Box	

SATURDAY

	ABC	CBS	MBS	NBC
		Co-op News		
		Farm News		
	Co-op No School Today	St. Louis Melodies	No Network Service	Serenade to Romance
		Garden Gate		
	(10-10:30) Table Products, Inc.	News		10-10:05 M.M.McBride
		Gen Fds (189) Galen Drake		Serenade to Romance
		Galen Drake $		
	Co-op No School Today	10:30-45 Animal Fdtn Galen Drake (74) $	American Travel Guide	
		News* (5 min.)	Conference Call	
	ABC News*	Miller (175)		
	Half Pint Panel $		Lucky Pierre Show	Roadshow
	All-League Clubhouse $	Robt Q Lewis (185) $	Philco Corp Phonorama Time 11:55 Young Living	
		News		
	101 Ranch Boys $	12-12:30 Romance $	I Ask You	Allis-Chalmers National Farm & Home Hour (Eastern Stand Stations Only)
	American Farmer $	Liggett & Myers Gunsmoke (203)	Tex Fletcher's Wagon Train	Peewee King Show
	Navy Hour $	City Hospital	Fifth Army Band	Dude Ranch Jamboree (Eastern Sta's) Chalmers Home Hour (Central Sta's)

1:30 PM
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5:45 PM

TELECASTING

FOR JUNE 1955

THURSDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of 5-6 p m Strip	No Network Service
6:15	Budweiser Bill Stern	No Service		Sun Oil & Co-op 3-Star Extra (34)
6:30	Co-op George Hicks	Delco Batteries Lowell Thomas (199)	Fulton Lewis jr.	Alex Drier Man on the Go Co-op
6:45	Vandercook CIO	Hamm Scoreboard 5 min FYI only		No Network Service
7:00	Co-op Quincy Howe	Campana Philip Morris Tenn. Ernie (184)	Dinner Date	Miles Labs News of World (168)
7:15	TBA	Am Oil Ed. R. Murrow (89)	Gabriel Heatter	Toni Co. One Man's Family (182)
7:30	Les Griffith 7:55-8 S	8-8:25 The Whistler	Coca-Cola Co. Eddie Fisher Show	Dodge Bros. Roy Rogers Family Program (200)
7:45	Jack Gregson	Amer Tobacco Edwards News	Official Detective *	Dr. Six-Sun
8:00	News S	Disk Derby	(Co-op) Cry Danger	Brown & Wm'son News
8:15				Barrie Craig Confidential Investigator
8:30	News S	Campana Rosemary Clooney (203)	Esso Reporter Footnotes to History	The Loser
8:45	Sammy Kaye	Bing Crosby S	Brian Aherne's Spotlight Story	
9:00	News S	Amos 'n' Andy Music Hall	State of the Nation	News from NBC
9:15	Rhythm On Parade S	Robt Trout, News Chevrolet (201)		Fibber McGee & Molly * 3-Plan
9:30	News 9:55-10	Hamm Scoreboard 5 min FYI only	Virgil Pinkley	The Great Gildersleeve 3-Plan *
9:45	AFL Edw. Morgan News	Dance Orchestra	The Book Hunter	Jane Pickens Show
10:00	How To Fix It Co-op 10:15-25		Dance Orchestra	No Network Service
10:15	News 10:25-30			News of the World Morgan Beatty
10:30	Front & Center		Mutual Reports The News	U N Radio Review
10:45	Singing with the Stars	News		
11:00	Sports Report S	Dance Orchestra		

FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of 5-6 p m Strip	No Network Service
6:15	Budweiser Bill Stern	No Service		Richard Harkness Co-op (Effective 6/17)
6:30	Co-op George Hicks	Delco Batteries Lowell Thomas (199)	Fulton Lewis jr.	No network Service
6:45	Vandercook CIO	Hamm Scoreboard 5 min FYI only		Sun Oil Co-op 3-Star Extra (34)
7:00	Co-op Quincy Howe	Philip Morris Campana Harrison Prods Tenn. Ernie (204)	Dinner Date	Alex Drier Man on the Go Co-op
7:15	TBA	Am Oil Ed. R. Murrow (89)	Amer. Home Gabriel Heatter	No Network Service
7:30	Les Griffith 7:55-8 S	Bristol-Myers Godfrey Digest (200)	In the Mood	Miles Labs News of World (168)
7:45	Jack Gregson	McKesson & Robbins	Counterspy *	One Man's Family
8:00	News S	Edwards News	Co-op City Editor	Chevrolet Dinah Shore
8:15		Disk Derby		Toni Frank Sinatra Show
8:30	Sammy Kaye	Liggett & Myers Perry Como (208)	Esso Reporter Footnotes to History	
8:45	News S	Bing Crosby	Brian Aherne's Spotlight Story	Friday With Garroway
9:00	Notes and Notations S	9:30-9:55 Amos 'n' Andy Music Hall Viceroy (202)	Heart Beat of Industry	
9:15	News 9:55-10	Robt. Trout, News Chevrolet (201)	Virgil Pinkley	
9:30	AFL Edw Morgan News	Hamm Scoreboard 5 min FYI only		Gillette Fights
9:45	How To Fix It Co-op 10:15-25	Dance Orchestra	Forbes Reports	
10:00	News 10:25-30			
10:15	Indoors Unlimited		London Studio Melodies	Sports Highlights
10:30	Songs By Dini	News	Mutual Reports The News	No Network Service
10:45	Sports Report	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	Pan American Union	Lou Cioffi News	John Flynn	George Hicks News
6:15	Co-op Bob Finnegan Sports	Sports Roundup	World Traveler	H. V. Kaltenborn News Co-op
6:30	Co-op Sports Afield With Bob Edge	Capitol Cloakroom	Report From Washington	The Kingdom Come
6:45	At Ease	Hamm Scoreboard	Basil Heatter	
7:00	Overseas Assignment	Gen. Mtrs., News		NBC Travel Bur.
7:15	As We See It S	Make Way for Youth	Pop The Question	Heart of the News
7:30	This Week In Washington S	Gangbusters	Wonderful City	College Quiz Bowl
7:45	ABC News			
8:00		Liggett & Myers Gunsmoke (213)	Co-op True or False	Conversation
8:15				
8:30		Disk Derby	Quaker City Capers	Boston Pops Concert
8:45	Dancing Party S			
9:00		P. Lorillard Tws For The Money (209)	Hawaii Calls	All Star Parade of Bands
9:15				
9:30		Saturday Night Country Style	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (93)
9:45		Chevrolet News A. Jackson (188)		
10:00	Ozark Jubilee	Saturday Night Country Style	CBC Symphony Orchestra	Tex Williams Show
10:15				
10:30	Music	Dance Orchestra		Town Hall Party
10:45				
11:00	Statler Orchestra	News	Basil Heatter Commentary	News from NBC
11:15 PM		Dance Orchestra	Airmen of Note	No Network Service

SUNDAY

	MBS	NBC
	Lutheran Hour (479)	U. of Chicago Roundtable
	(approx 2-4:30)	The Catholic Hour
	Gillette Co Warmup	Youth Wants to Know
	Gillette Safety Razor Co Game of the Day	Weekend (Effective 6/12 4 p m-Midnight Monitor Begins Effective 6/19 Monitor All Sunday)
	R J Reynolds Tobacco Co Camel Scoreboard	
	Nick Carter	
	Natl. Biscuit Adventures of Rin Tin Tin	TBA
	The Masquerader	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Closed Circuit	P&G Oriece Dr. Malone (153)	Ted Steele Show	Co-op Pauline Frederic Reporting
		P&G Duz Guiding Light (128)		
	No Network Service	Armour Mrs. Burton (195)	(approx 2-4:30)	No Network Service
		P&G Tide Perry Mason (163)		
		Toni & Bristol Myers Nora Drake (201)	Warmup S	
		P&G Ivory Fl. Brighter Day (166)		News
	The Martin Block Show	Hilltop House S	Jackson Brewing Co Game of the Day	Woman In Love
		Lever, Kellogg Houseparty * (183) R		P&G Pepper Young (166)
		Pillsbury MTh House Party Hawaiian Fri. (198) R*	R J Reynolds Tobacco Co Camel Scoreboard	P&G Right to Happiness (163)
	Manhattan Matinee	No Service	Bruce & Dan	P&G Backstage Wife (175)
				Sterling MWF Toni Tu-Th Stella Dallas (162)
	Treasury Bandstand	4:55-5 News	Tex Fletcher's Wagon Train	Sterling M-W-F Toni (Tu-Th) Widder Brown (162)
			MWF B. Benson TuTh Q. Oats Co. Sgt. Preston of the Yukon TheAdventures of Long John Silver	P&G Woman in My House (188)
	Musical Express			Miles Labs Just Plain Bill
	The Fred Beck Show S		Bobby Benson	C-P Lorenzo Jones (191)
	Gloria Parker	No Service	America's Bsness	Lone Ranger Gen. Mills Amer. Baker
	Vincent Lopez		General Tire Sports Time	D. Crockett S
			Kraft News	

SATURDAY

	ABC	CBS	MBS	NBC
	Vincent Lopez Show S	Stan Dougherty Presents	Ruby Mercer Show	(Effective 6/18 Monitor Begins Sat. 8 a m-Sun. Midnight)
	Festival S	String Serenade	(approx 2:00)	
		New Orleans Jazz	Warmup S	
		Dance Music	Jackson Brewing Co Game of the Day	
	Band Concert Promenade S	Treasury Bandstand	R J Reynolds Camel Scoreboard	
	Co-op Feature Horse Races		Bandstand USA	
	Band Concert Promenade S	Adventures In Science	Teenagers USA	
	Dinner at the Green Room S	Richard Hayes	John Price, News	
		News		
		Saturday at the Chase		

May 30, 1955

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EDT.

ABC—
7:55-8 p.m., Les Griffith & The News, (332). Weekend news now sponsored by Texas Company. In each of four time zones, 13 times on Sat., 11 times on Sun.

CBS—
8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)
11:30-11:35 a.m. Sun. Lou Cioffi—News (8)
3:15-3:30 p.m. MWF Lever—Houseparty 180
3:15-3:30 p.m., Tu.-Th., Kellogg—& Houseparty 191
3:30-45 p.m., Dole—Houseparty 171
3:30-3:45 p.m. M-Th Pillsbury—Houseparty 191
Gen. Motors Allen Jackson—Sat.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.
G. Drake—Tastl Diet Sat. 1:25-30 p.m., 203 Sta.
Arthur Godfrey Time
10-10:15 a.m., Pet Milk Co.—M.-F. alt. days; Lewis Howe—alt. Tu., Wed. & ea. 4th Fri.; Mutual of Omaha—alt. Mon., Thur. & ea. 4th Fri.
10:15-30 a.m., Campana Sales Co.—M.-Thur. alt. days; Staley Mfg. Co.—M.-Thur. alt. days; Bristol-Myers—alt. Fri.; Glamorene—alt. Fri.
10:30-45 a.m., General Motors—Tu.-Th.; Minn. Mining—ea. Mon. & ea. 4th Fri.; Corn Products—ea. Wed. & ea. 4th Fri.; Staley Mfg.—alt. Fri.
10:45-11 a.m., Bristol-Myers—M., W. alt. F.; Kellogg—Tu.-Th.; Campana—alt. F.
11-11:15 a.m., Lever—M., W. alt. F.; Toni—Tu.-Th.; Kellogg—alt. F.
11:15-30 a.m., Pillsbury—M.-Th.; Toni—alt. Fri.; Gen. Motors—alt. Fri.
General Motors Corp. Chevrolet Div., Newscasts
Robert Trout & the News, Sun 9:55-10 a.m.; Sun. 1:30-35 p.m.; Sun 5:55-6 p.m.; Mon.-Fri. 9:55. Allan Jackson News, Sat. 1:25-30 p.m.; Sat. 5:30-35 p.m.; Sat. 7-7:05 p.m.; Sat. 9:55-10 p.m.
Amos 'n' Andy Music Hall
Brown & Williamson, M. W., Ted Bates

MBS—
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—MWF: R. J. Reynolds Tob. Co.—M.-F.; Pearson Pharmacal—M.-F.; Sleep-Eze Co.—F.; Curtis Candy Co.—W.
Multi-Message

NBC—
* THREE PLAN PROGRAMS:
Second Chance—RCA: Tuesdays & Thursdays.
It Pays To Be Married—Curtis: Tuesdays.
Fibber McGee & Molly—Prudential: Sun. thru Thur.; Viceroy: Tue.
Great Gildersleeve—Crowell-Collier: Mon. (May 2, 16 & 30); Tue. (May 3, 17 & 31); Wed. (May 4 & 18); Thu. (May 12 & 26); RCA: Wed. & Thu.
** Mary Margaret McBride: M. & Tu.; Q-Tips; Wed.: Scholl; Thu. & Fri.: Gen. Foods.

'55 RADIO FACES FIVE PROBLEMS

A POSITIVE approach to the problems of radio—a "vibrant industry" going through a transitional period requiring "readjustment"—was called for Wednesday by David J. Mahoney, president of the New York advertising agency bearing his name. Mr. Mahoney discussed "Radio '55" in the introductory address on Radio Day at the NARTB convention.

The 32-year-old agency president entered advertising as a $25-a-week mail clerk with Ruthrauff & Ryan, New York, and four years later, at 26, was a vice president of that agency.

Herewith are excerpts from Mr. Mahoney's address.

FIRST, I think I should say that radio is the most heavily used medium, dollar for dollar, in our agency. This statement, in this year of our Lord 1955, should establish me as a sincere friend of your great medium. Maybe we like radio so much because our agency is too young to remember the great radio days of the thirties. All our boys can do is measure radio's present effectiveness against all comers. It's a new medium to us—and we find it works! It produces, time after time, increased sales for our clients at a minimum cost. And I'm not talking about ancient sales figures. I'm talking about 1953-1954-1955. In the hey-day of television, we have seen radio do a better sales job again and again—under the particular set of circumstances we encountered. I would like to say right now that we also use television when the circumstances point toward that great medium. This will not be an anti-tv speech because I do not feel that radio's problem is an anti-tv problem. The trials and tribulations of Radio 1955 lie within itself!

I think we all admit that radio has its problems at this moment —and you're probably all sick and tired of hearing about them. But we must continue to hear about them . . . and think about them . . . and do something about them until radio is in the position it deserves in the national sales picture. I would like to outline the problems as they appear to us in our young agency.

May I state, it is not negative to speak of problems. Problems are an inherent part of any operation and any business. Radio is a business, like any other media or any other enterprise which strives for a profit; and as such, it's bound to have problems.

Radio is no different from any other business. You must change your market and meet the competition to stay in business. Radio isn't dying, but old-fashioned radio is dead. Radio should be positive and not querulous. Radio is hurt by its own prophets of doom, spreading their sad stories which are without foundation and which neglect the all-important fact that radio is a huge, vibrant industry which has just begun to fight.

I would like to discuss some of the points more specifically:

First, I would like to ask you to take a second look at that old bugaboo—the rate card. Nothing contributes so much to the lack of pride a radio salesman so often shows in his product as to have to say, "Well, here's our rate card, but it really doesn't mean anything. Let's bargain a little." The whole procedure smacks of the ancient bazaars of the Near East, where merchants are said to have the greatest contempt for anyone who pays the full price for anything, because then everyone is deprived of the pleasure of bargaining.

Second, I would ask you to give the same status and respect to radio programming that you did in the thirties. Here is an area that has gone from the height of creativity to a new low of follow-the-leader tactics. One would be foolish indeed to believe that the future of radio is totally predicated on the continuance of the disc jockey.

Third, I would like to comment on the way the sales promotion of the radio industry in general and stations and networks in particular strike our young agency. It can be summed up in one sentence—most radio promotion is a sheer waste of money. We received in 1954, stuffed dogs from New York, cheeses from Wisconsin, fruit cake from Georgia, pieces of rock from New Hampshire, sheets from North Carolina, ad infinitum—all with a cute little note attached pointing out that WOOO has more listeners in Sassafras County than any other station. The message is thrown into the scrap basket because it never, never, never, never deals with the problem our media director and account executives are most directly concerned with—will radio sell a given product better and cheaper than any competing medium?

Fourth, I would like to enter onto even more dangerous ground—a field which is dark and heavily booby-trapped—research! Now I am young, and my ignorance of research is formidable—but this ignorance is magnified even more by the conflicting rating reports that purport to statistically measure audience listenership. Why is there such a spread in allegedly absolute findings—and which one is right—if any?

Fifth, it seems that a great many of the radio salesmen who call on us continually, and unnecessarily talk about radio and television, radio and television, radio and television. For the love of Pete, get radio people to stop selling against tv, if they can't stop thinking about it. They happen to be selling against the hottest, most glamorous medium in the world today.

These are the major problems of radio 1955 as we see them from our agency. I promised you that I would not assault your ears with familiar accusations without taking a swing at how these problems can be solved. So here goes. The five problems were:

(1) The rate card; (2) radio programming; (3) radio sales promotion; (4) radio research; (5) the "television psychosis."

The rate card is the problem that has the simplest solution—and which will take the most courage to cure. It's so cruelly clear-cut what must be done. Every station and every network must look at its rate card through the cold eyes of the media buyer. Are your published rates fair for what you have to offer? For what the advertiser can and should pay? If they are not realistic, why not lower them to the point where they are and

THE GREATEST INDEX to SALES is RESULTS!

UNION PACIFIC RAILROAD
DEPARTMENT OF TRAFFIC

J. R. LIVSEY
GENERAL AGENT
D. E. LEFEBVRE
CITY PASSENGER AGENT

727 W. SPRAGUE AVENUE
SPOKANE 8, WASHINGTON

May 3, 1955

FILE: P-72-4

Mr. Bob Moore, Promotion Mgr.
KXLY Radio Station
Television Center Building
Spokane, Washington

Dear Mr. Moore:

I have delayed writing you in regard to your spot broadcasts offered Union Pacific during the week beginning April 2, my reason being I was anxious to see what effect this advertising had on our sales during the month of April. I am pleased to report that we had a 20 percent increase.

There were many new faces in the office who stated they had listened to our advertising over KXLY.

Naturally, it cannot be assumed this increase was due only to this advertising, but I will go on record in stating that it certainly caused part of the increase.

If such occasion arises I would gladly extend my support or endorsement to substantiate to the effectiveness of frequent radio broadcasting.

Yours very truly,

Dave E. Lefebvre

DAVE E. LEFEBVRE
City Passenger Agent

FOR DEPENDABLE TRANSPORTATION .. BE SPECIFIC .. SAY UNION PACIFIC

RICHARD E. JONES
Vice Pres. & Gen. Mgr.

Representatives—
AVERY-KNODEL INC.

NEW YORK, CHICAGO, SAN FRANCISCO, LOS ANGELES
DALLAS and ATLANTA

MOORE AND LUND
SEATTLE and PORTLAND

KXLY RADIO

CBS–920 KILOCYCLES
W. 315 SPRAGUE AVE.
SPOKANE, WASHINGTON

charge everyone the same? If the rates are fair and square, stand behind them to all.

Second, what to do about the moribund state of radio programming? Perhaps a healthy injection of fresh, young blood into programming departments would be stimulating. Try to reroute some of that horde of young, ripe, *cheap* talent that flows into television every year into radio. Youth responds to a challenge—and it seems to me it would be a really exciting assignment to see if there wasn't some way to make a momentarily sleeping giant come to life. There are men in this room who were creating revolutionary program ideas for radio when I was a devoted member of Uncle Don's Little Club. You're the guys who originated almost every idea television's ever borrowed.

Sales promotion is next on the agenda. Our agency has had some interesting experience with direct mail recently—writing about the agency to prospective clients. We have found one approach gets consistently outstanding results—tell the recipient of your letter a story—a sales story. Give him the details about why a campaign was conceived and what it did in the marketplace. Why is he interested? Because sales are his business—and so are sales the business of the people *your* sales promotion is going to. Don't tell a media director that you cover the Napa Valley like a Spring Maid sheet. He can get those facts out of his trusty *Standard Rate & Data.* But do tell him about that grapefruit farmer who hocked his Hampshire hog for $75, bought one spot on your station and sold out his entire crop of grapefruit in two and a half hours.

If your sales promotion—on an industry-wide level—could drum home the story of radio, one of the most inexpensive and resultful sales mediums in the world—it would be worth the millions of dollars spent each year on second-rate promotions. But stop fighting other radio stations with microscopic advantages in coverage. Sell what *you* have to sell, and do it as an industry. Let's take a look at what you have to sell.

Early morning radio volume is up and constantly increasing. There are at least two primary reasons for this success: The reluctance of advertisers to compete with nighttime television on radio, and more important, the radio stations were forced to go out and sell early morning radio as a means of survival. The one-time lower rates of radio are now the high rates on the stations. It is perfectly possible that the low rates on present evening radio spots represent the same bargain that was offered advertisers prior to the popularity of early morning radio.

Here's an interesting point on the fact that advertisers now buy morning radio because people's evening habits have changed. Have their morning habits changed? Does the fact that we watch Jackie Gleason at night change the fact that we still get up in the morning as in the past—that we wash, brush our teeth before breakfast, etc? No, it's always been that way. Well, why wasn't early morning radio sold before? I think the reason it wasn't sold is: (1) radio didn't try, or tried in only a half-hearted manner; (2) advertising agencies and advertisers had the half-baked idea that you couldn't sell beer before the cocktail hour. But beer is being sold on early morning radio today; and it's virtually the same beer—a little lighter and drier, perhaps. And what's more, it's being sold effectively.

The fact is that radio missed many years when it could have been selling morning radio to beat the band. There were a lot of advertisers who missed the opportunity to scoop the competition by seizing these advantages. But radio was fat in those days. And it's a sad but true fact that agencies won't do the discovering on their own. You must show us the way.

You might also consider that most media buyers live in large cities where the family noon meal, odd-hour factory shifts, and family shopping hours mean little. Sell these times for the value they are. Document those facts, and why not list them on your program logs as Sherm Marshall of WOLF in Syracuse did recently?

Now let's discuss my staggering confusion about research and rating services. Which am I to believe—Pulse, Hooper, Nielsen, Politz, Conlan? The net result is the average media buyer doesn't believe any of them.

As an industry, wouldn't it be good business to have *one* industry-supported equitable rating service, similar to the Newspaper Audit Bureau of Circulation? Wouldn't it have more credence, and wouldn't it be a show of the broadcaster's confidence in his product? The time to act is now—back a believable rating service—at *this* meeting. This problem has been adroitly sidestepped too often in the past.

Last and unfortunately not least, we come to the problem of the television psychosis. Quite simply, as it now appears, radio is no longer an entity unto itself. Advertising agencies have grouped their production departments as a tv-radio department, and radio and television in the media department is called the "time" department. Most other media enjoy an individual status. Radio always finds itself bracketed with television. You're in an either/or position. Either radio or television. Why narrow your competition to this degree?

Radio needs its own disciples at court to sell radio as the major factor in America that it is. Most important, let's stop selling against our newer sister and thus tying the family bonds of radio and television even closer.

We've shifted some of our products from tv back into spot radio. In many cases, this is a difficult sale to the client, and it involves quite a selling job. It is a selling job that highlights a new concept of spot saturation frequency. This concept can and has sold goods for us. Spot saturation frequency is not predicated so much on time, adjacency, or type of audience, but rather on direct impact, multiplied by as many spots a day per week as the budget will allow. But all of these factors bring us back to the next problem which is, namely, rebuilding radio's initiative. Let's put the word "sell" back into radio.

It seems the radio industry is spending so much time chanting about the number of radio sets that you forget to mention the obvious—that radio can sell goods off the retail shelf. Certainly radio-set ownership is important, but let's not forget that one of the important reasons for current radio set sales has been the adaptation to the new market by set manufacturers, who offer portables, clock radios, new light-weights, plastics, smaller sizes, and attractive colors. How much of this increase can the radio broadcasters feel they have honestly been responsible for? The advertiser who buys radio time does it to sell his product. Let's start thinking, talking, and building around "sell." The "sell" of goods in retail outlets today. This will help lay to rest the fallacious television psychosis.

In summary, I feel the formula for success is a confident state of mind. Radio must be willing to risk the possibility of making mistakes for the sake of winning the big prize of future success. Too often, we are obsessed with the credo of relating all of our actions to something that was proved successful in the past or through which figures and facts eliminate all risk. We occasionally have to gamble. We occasionally have to bet on new approaches.

Let's review the positive approaches that we should begin with right now to make the next few years the howling success that radio so richly deserves. One, let's adjust to our changing markets and forget the wailing. Radio is a business. Every other business adjusts, and radio rates no favors. Let's not try to repatch last year's dress and cry all the way to the poorhouse. Let's create the best-looking damn dress ever and be the hit of the ball. Then let's regain the independence of radio and fight to have radio considered a separate medium. Make it stand alone on its own two feet, selling itself on the basis of what it will give in return for each advertising dollar invested. Sell the effects rather than the cause. Don't choke on gnats or bathroom fixtures. Think big with the confidence of selling a desirable product—not with fear and trembling, but with enthusiasm and daring.

The results of efforts to sell radio will depend on what your product is and how much you believe in it.

Get an honest rate card, exchange successful new programming ideas, sell product sales results, back an industry-supported rating service, and re-establish radio's independence from *all* other media.

It seems we have taken a long way around to bring out something that most people believe in, and most of us forget. The future of radio is limited only by the extent to which those in the radio profession allow themselves to be intimidated.

POWER
250,000 Watts of it!
H-R
is pleased to
join our client,
KFDA-TV
in making
this announcement.
It's a real pleasure
to represent
a facility
that's such a
big buy
in every way!
BORN: A New Audience!
We have boosted our power to 250,000 watts. Out here where the terrain is flat for miles and miles around, that's important. It means we'll have a brand new audience — thousands of homes — a whole new market.
READY NOW: New Facilities!
It's not just the transmitter that's new. We've added new studio facilities to permit greater flexibility in live production. We've added to our roster of trained people who know best how to serve our clients.
DOUBLE-TALENTED PERSONALITIES: New Impact!
We've carefully developed a fine group of sales-minded personalities. They work both TV and radio, so they're doubly potent in creating audience and sales.
WE'VE INCREASED EVERYTHING . . . EXCEPT THE RATES!
New coverage . . . new equipment . . . new personnel, but our rates remain the same. H-R and Clarke-Brown Co., our Southern representatives, have all the information on this vital, exciting market. Let them show you how costs-per-thousand skid when you use KFDA-TV.
KFDA-TV
CHANNEL 10
AMARILLO, TEXAS
INTERCONNECTED
CBS
ABC
KFDA-AM
1440 kcs.
ABC RADIO
IN AMARILLO

ANNOUNCING WGN-TV'S 4TH ANNUAL FILM FESTIVAL FOR AGENCIES AND ADVERTISERS!!

Because WGN-TV programs more high rated film programs during Class A time, has the finest film facilities and prime availabilities for advertisers, the Annual WGN-TV Film Festival is being conducted on June 22 in Chicago for the 4th consecutive year.

The WGN-TV Film Festival offers a preview of new film series and a review of film packages which are available to Chicago television.

Any advertisers or agencies interested in the purchase of film programs or top availabilities for fall, please contact WGN-TV Sales for reservations.

ANOTHER SERVICE OF WGN-TV—CHICAGO'S TOP TELEVISION STATION

441 N. Michigan Avenue
Chicago 11
Illinois

WGN-TV
Chicago 9

*PULSE proves BILL PIERCE your BEST BUY...
...IN THE SCRANTON MARKET!
From 6:00 to 9:00 A.M. (12 Quarter Hours)...BILL PIERCE
• Beats Network Station A Nine Times, Ties Twice For First, Is Second Once!
• Beats Network Station B Twelve Times!
• Beats Indie Station B Twelve Times!
• Beats Network Station C Twelve Times!
• Beats All Other Stations Combined Twelve Times!
• Beats Indie Station A Twelve Times!
BILL PIERCE..SCRANTON'S TOP SALESMAN FOR 25 YEARS
. . Ask Meeker . . .
WQAN
SCRANTON, PA.

NARTB Thanks Eisenhower, Passes 11 Other Resolutions

TWELVE resolutions voicing appreciation for President Eisenhower's convention appearance, stating industry positions on several issues and calling for removal of discrimination against radio and tv were adopted unanimously Thursday afternoon at the NARTB Washington meeting.

A resolution on subscription tv not adopted by the Resolutions Committee was tabled (see subscription tv story, page 85.)

The resolutions: thanked FCC members for their part in the program; called for support of the Voice of Democracy contest; urged FCC to permit remote operation of transmitters of all classes; termed efforts to require stations to give free time during political campaigns unrealistic, discriminatory and unworkable; supported united charity drives; called for free access to report and comment on news, commending work of the Freedom of Information Committee; endorsed Crusade for Freedom in its efforts to penetrate the Iron Curtain; called on NARTB and the Advertising Council to continue their joint efforts to solve America's problems the voluntary way; praised work of Harold E. Fellows, NARTB president, and his staff; thanked hotels for their cooperation, along with the Greater National Capital Committee, and called for joint action with the Inter-American Assn. of Broadcasters.

Members of the Resolutions Committee were Otto Brandt, KING-TV Seattle, chairman; George D. Coleman, WGBI-TV Scranton, Pa.; Robert Enoch, WXLW Indianapolis; John Alexander, KODY North Platte, Neb.; D. Lennox Murdoch, KSL-TV Salt Lake City; Gaines Kelley, WFMY-TV Greensboro, N. C.; Robert Tincher, WNAX Yankton, S. D.

Radio Pioneers Install R. F. Guy as President

RAYMOND F. GUY, NBC director of radio frequency engineering, was installed Wednesday as president of the Radio Pioneers for the coming year at the organization's 14th annual dinner meeting held in Washington in conjunction with the NARTB convention.

Other new officers are John Patt, president, WJR Detroit, senior vice president and automatic successor to the presidency next year; Merle Jones, CBS Television vice president in charge of stations and general services, vice president; Lewis H. Avery, president, Avery-Knodel, vice president; William S. Hedges, NBC vice president in charge of integrated services, executive committeeman, and Carl Haverlin, BMI president, executive committeeman.

Mr. Hedges, who presided at the dinner in the absence of 1954-55 Pioneers President Arthur B. Church, presented the 1955 Hall of Fame award to the Smithsonian Institution in honor of its first secretary and director, Joseph Henry (1797-1878), discoverer of the electrical principle of self-induction and a great American scientist. Citations were presented to Sylvester L. Weaver, NBC president, and John J. Karol, CBS Radio vice president in charge of network sales, and Mr. Hedges reported that in the afternoon a special citation had been presented to Herbert Hoover, "radio pioneer, statesman and beloved patriot. . . ." Citations to comedians Jack Benny and Fred Allen will be given them in New York in the fall, Mr. Hedges said. FCC Commissioner Robert T. Bartley was presented an honorary life membership in the Pioneers.

KSD KSD·TV

top spots FOR SPOT ADVERTISERS

KSD has the LARGEST Daytime
half millvolt coverage area
of any Radio Station
in the Greater St. Louis Area

KSD-TV has MAXIMUM power
on VHF Channel 5 . . . and is equipped
for slide and
film programs and spots
in FULL COLOR

NBC AND NBC-TV
NETWORKS

National Advertising Representative:
NBC SPOT SALES

THE ST. LOUIS POST-DISPATCH
BROADCASTING STATIONS

NEW SPECTRUM REALLOCATION ADVOCATED BY FCC COMR. LEE

His proposal—designed 'to provoke study'—is to move all tv into 47 vhf channels, move fm and all non-broadcast services. He says it would supplant 'piecemeal' methods of whipping the uhf problem, save consumers $100 million a year.

A SWEEPING PLAN to reallocate tv—one which would obviate wrestling with de-intermixture, satellite and booster operation, and the dozens of other moves to succor ailing uhf telecasters—was laid before the NARTB last week by FCC Comr. Robert E. Lee.

Mr. Lee's recommendation—made on a personal basis and "to provoke study"—was to move all tv into the vhf portion of the radio spectrum, with the concurrent reallocation of other, non-broadcast services.

This is what Comr. Lee proffered to engineers at the NARTB engineering conference last Thursday:

1. Place all tv in 47 channels in the band from 60 to 342 mc. This would delete present ch. 2 (54-60 mc). Tv runs from 54 to 216 mc in the vhf and from 470 to 890 mc in the uhf. Other services hold space in various portions of the vhf band and in the area between 216 mc and 470 mc.

2. Place fm in the band 342-362 mc. Fm now runs from 88 to 108 mc.

3. Place all non-broadcast services either below 60 mc or above 362 mc. This would include amateurs, government, aeronautical, mobile, fixed, industrial and a host of other non-broadcast services.

4. Give present uhf tv grantees one of the extra vhf channels so provided in place of their present "upstairs" channel.

The 47 channels were chosen, Mr. Lee explained, because at one time the Commission figured that 12 vhf channels and 35 uhf channels (each 12 mc wide to accommodate color tv) would provide a nationwide, competitive tv service. At present there are 82 channels altogether, each six mc wide.

Comr. Lee said he took a "dim view" of "piecemeal" plans for coping with tv's growing pains. Such moves as de-intermixture, ceilings on vhf power and antenna heights, etc., he said, were "usually for the benefit of special users at the expense of one group."

A move along the lines he suggested, Mr. Lee said, would save consumers $100 million a year. He figured four million color tv sets would be sold in the next few years. He thought the difference between an all vhf set, under his proposed plan, and an all-channel vhf-uhf set now being spoken about, would amount to about $25.

Back in January, Comr. Lee joined with Comr. Robert T. Bartley in dissenting from an FCC proposal to force mobile services to use a split-channel technique to ease the congestion in the bands 25-50 mc and 152-162 mc. The use of split-channel operation would make more efficient use of these frequencies, but would also require equipment—both transmitting and receiving—to meet higher specifications of operation [B•T, Jan. 17].

Re-evaluation Was Asked

At that time, both Mr. Lee and Mr. Bartley felt that the whole "basic problem" of intermixed allocations should be re-evaluated. They concluded that the best answer to the mish-mash of broadcast, non-broadcast, government and non-government allocation lay "in a general allocation proceeding, including the consideration of data as to government channel occupancy not now available to the Commission in its regular proceedings, which would have as its objective a sound, efficient and equitable allocation of frequencies as between government and non-government services."

It was at that time that word began to seep out that the military services were seeking additional vhf spectrum space in the area now occupied by chs. 2 to 6 and also the fm band.

That rule-making proceeding (Docket 11253) is still under consideration by the Commission.

The demands of government services—especially the military—for additional space was also understood to be under study at the White House level.

The present tv band was established in the 1945 FCC allocation proceedings which saw 13 tv channels set up, beginning with 44 mc. It was at that time, too, that fm was moved from the 45 mc band to the 88-108 mc band. In 1948, due to the inability of other non-broadcast services to share assignments with tv, ch. 1 (44-50 mc) was deleted. In 1952, the 70-channel uhf band was added for tv.

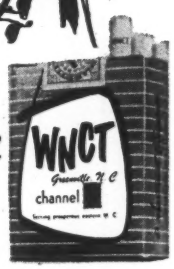
Mr. Lee emphasized repeatedly that he was speaking for himself and not for the Commission as a whole or for other commissioners. He also iterated that he was making this sug-

Peg of your heart

Almost ever since the day WNCT went on the air, Peggy Kyle has been winning the hearts of Carolina hausfrauen and participating sponsors alike.

Produced in WNCT's completely equipped modern studio kitchen, Peggy Kyle's cooking show has an enviable record of contract renewals. Cost? About $1.00 per 1,000 viewers! Get the Peggy Kyle story now from Pearson, Ayers, or direct from "Hart" Campbell.

PRIMARY CBS AFFILIATE **WNCT** channel 9 Greenville ★ N. C.



100,000 watts full time
A. Hartwell Campbell, Gen. Mgr.
JOHN E. PEARSON CO., NAT'L. REP. • JAMES S. AYERS, S.E. REP., ATLANTA

NOTE: While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "Scotch" Brand Cellophane Tape, or "Scotch" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.

MINNESOTA MINING AND MANUFACTURING COMPANY

St. Paul 3M Minnesota

TV's TOP STAR-STUDDED GOLF SHOW

GETTING HOTTER ALL THE TIME!

BOB HOPE

Featuring outstanding guest stars who give any audience a rise!

BOB HOPE • BING CROSBY
CARY MIDDLECOFF
SAM SNEAD • TED WILLIAMS
BOBBY JONES

plus Grand Slam product promotion that will make sales soar!

A million dollars worth of advertising —five national advertisers will promote THE JIMMY DEMARET SHOW in Life, Look, Saturday Evening Post, Newspapers, etc.

CARY MIDDLECOFF
(Master's Winner '55)

Demaret delivers polished commercials! • Golf instruction book ready for sponsor's imprint! • Colorful golf ball with sponsor's message! • Full publicity and promotion program!

Sales are already rising for these top-name regional sponsors!

CADILLAC • FORD • BUICK
BUSCHLAGER BEER • MILLER HIGH LIFE BEER • UNION BANK
PEPSI COLA

Link up with top sponsors who have already realized the drawing power of Jimmy Demaret and his top-name guest stars!

BING CROSBY

THE PERFECT SUMMER REPLACEMENT!

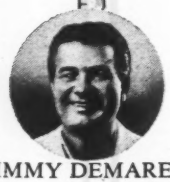
Your audience will be bigger than ever because golf interest is at fever pitch!

FIRST 13 SHOWS HAVE SIZZLED MARKET AFTER MARKET! 39 SHOWS IN ALL! WRITE IMMEDIATELY FOR AVAILABILITY!

SAM SNEAD

A combination of PERSONALITY—FORMAT—STARS plus a ready-made market of over 25,000,000 rabid golfing fans have made the JIMMY DEMARET SHOW the hottest 15 minutes on television!

For further information or audition prints, phone, write, wire, Award Television, 1501 Broadway, Room 1501, N. Y. C., N. Y. WI 7-6650



JIMMY DEMARET

AN Award Television Corp. PRESENTATION

How It Is Now

HERE is how the spectrum is now divided among tv and other services within the bands where tv begins and ends and in the frequencies proposed to be added to tv under Comr. Lee's suggestion:

50-54 mc—Amateur
54-72 mc—Tv chs. 2-4
72-76 mc—Aeronautical marker beacons, operational fixed.
76-88 mc—Tv chs. 5-6
88-108 mc—Fm
108-174 mc—Aeronautical radio navigation and mobile, government, amateur, domestic public, land transportation, industrial, public safety, maritime mobile.
174-216 mc—Tv chs. 7-13.
216-342 mc—Government, amateur, aeronautical.
342-362 mc—Government, aeronautical.

gestion to the engineers to get them to think about the problem.

"No criticism of any individual, official, department, agency or organization is intended and none should be implied," Mr. Lee said.

Reaction to Comr. Lee's suggested reallocation of the tv band was immediate.

The engineers' attitude was expressed by one who rushed up to Mr. Lee right after he finished speaking. "Congratulations, Comr. Lee," he said, "may I be the first to shake the hand of a brave man."

Industry representatives were more restrained. It was the consensus that the idea was splendid, but a trifle late in view of the huge investments in tv receivers, aeronautical gear, mobile equipment and other apparatus.

"My god," said one fm broadcaster who went through the fm move from 45 mc band to the 100 mc band in 1945, "this will put me out of business. It would cost me $60,000 to change to the 300 mc area. I can't afford that kind of dough."

Several observers expressed the view that Mr. Lee's speech would have a serious adverse effect on uhf receiver sales and conversions, even if nothing is ever done about the suggestion. A uhf broadcaster moaned that this would wreak havoc with his plans for "sticking it out." The Lee proposal, he said, means that the Commission has given up on uhf.

During the course of his speech, Mr. Lee acknowledged that there would have to be a transition period during which time equipment now in use could be amortized.

Panel Urges NARTB Develop Job Specification Formula

NARTB was urged last Wednesday to develop a job specification formula to guide management in hiring salesmen. Panelists at an NARTB Wednesday morning session conducted by Charles H. Tower, NARTB employer-employe relations manager, discussed all phases of the problem.

Value of psychological and motivation tests was discussed. Members of the panel were John P. Foley Jr., vice president, Psychological Corp., New York; William T. Earls, general agent, Mutual Benefit Life Insurance Co., Cincinnati; Richard J. Brown, KPOJ Portland, Ore.; Herbert E. Evans, Peoples Broadcasting Corp.; James L. Howe, WIRA Fort Pierce, Fla., and Simon Goldman, WJTN Jamestown, N. Y.

"That cat can't sing a note . . .
I happen to know"
Stunts like this are good medicine for any show. They make a hit with TV audiences . . . particularly with the people in the know. (The dog is a ventriloquist.*) They create conversation . . . they attract customers. And they're easy, inexpensive to produce . . . when you USE EASTMAN FILM.
* If you haven't heard story No. 662 about "the dog that was a ventriloquist," drop us a post card.
For complete information—what film to use, latest processing technics—write to:
Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N.Y.
East Coast Division
342 Madison Avenue
New York 17, N.Y.
Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois
West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California
or W. J. GERMAN, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Films
Fort Lee, N.J.; Chicago, Ill.; Hollywood, California

UHF 5-MILLION WATT LIMIT PLAN TOLD NARTB DELEGATES

Addressing convention delegates, FCC Chairman McConnaughey outlines steps taken to put uhf on a par with vhf. He says the proposed FCC tv investigation should include the economic structure and operation of the industry, not just networking.

FCC WILL COME OUT shortly with a proposal to raise the maximum radiated power of uhf stations from one million to five million watts, FCC Chairman George C. McConnaughey told NARTB delegates last Tuesday.

Another FCC maneuver in the drive to cut the distance between uhf and vhf performance, he said, is a staff study of the possibility of manufacturers turning out more sensitive uhf receivers.

Speaking at a convention luncheon session, Mr. McConnaughey also:

- Reiterated his views on the need for an FCC study not only of networks but of the entire industry;
- Reviewed some of the "tough questions" which have to be answered in the subscription-tv battle;
- Suggested that FCC may be using "outmoded tools" to judge license renewal applications;
- Voiced his desire to make "a complete, final and simultaneous disposition" of the years-old clear-channel and daytime-skywave cases, which also are linked with the North American Regional Broadcasting Agreement and the U. S.-Mexico radio agreement;
- Sketched steps taken and planned by FCC to speed up its operations,
- And, throughout, paid tribute to the accomplishments of the broadcasting industry and pointed up his belief in "having as few government controls as possible."

Devising ways to enable uhf stations to operate on a par with vhf outlets, Mr. McConnaughey said, is "one of the most difficult" current problems.

After outlining steps already taken by FCC to meet this problem—including rule-making looking toward possible de-intermixture in certain areas, further rule-making for low-power stations (uhf) which may serve small cities, proposal of a "booster" plan for uhf stations whose coverage is limited by natural obstacles and recommendation that Congress grant excise tax exemption to all-channel receivers—the FCC executive said:

"Last week the FCC instructed its staff to initiate a rule-making proceeding looking toward increasing the maximum radiated power output for uhf stations to five megawatts.

"The Commission also suggested to the staff that it obtain information concerning the possibility of improving the sensitivity of uhf receivers and the tuning mechanism of uhf sets.

"This was authorized in an effort to explore the practical possibilities of making uhf and vhf comparable. This rule-making proceeding will offer industry the opportunity to provide practical assistance. These proposals, if successful, offer a potentially more efficient use of the authorized spectrum space."

Chairman McConnaughey also pointed out that "we are carefully studying the special needs of stations in communities far removed from network lines," with "one possibility" being extension of the use of private intercity relay stations "so that programs may be obtained at lower cost and so that stations that do little or no local programming may connect with other program sources such as large stations originating their own programs."

Turning to FCC's proposed tv investigations, toward which the House already has approved an $80,000 appropriation, Mr. McConnaughey recalled his statement pointing out to the Senate Appropriations Committee that FCC feels "that to obtain optimum benefits from such a study it should not be limited to networking but should be concerned with the entire economic structure and operation of the television industry.

"We recognized that this would be a big job and would require more staff and more time than contemplated by the House bill. However, we expect that this initial $80,000 will enable the Commission to establish the staff necessary to initiate the study, draw up the detailed procedures and make substantial progress in the first, or fact-finding phase of the study.

"After we have obtained comprehensive information concerning the respective roles played by the networks, advertisers, agencies, talent, film producers and distributors and other major elements in the television industry, the Commission will be in a position to identify and evaluate the problems affecting the further expansion of television outlets and make appropriate recommendations to the Congress or, if we already have the requisite authority, take steps directed toward their solution.

"This study, I hasten to assure you, will in no way retard other steps which we are taking to aid in the solution of your problems."

Subscription television he described as "one of the major issues facing broadcasters today."

"The authorization of such a service," he said, "involves a basic change in the system of broadcasting which we have known for some 34 years."

Among the questions which "will have to be answered" he listed: Would it encourage a larger and more effective use of the radio spectrum? What impact would it have on advertiser sponsored broadcasts? What safeguards would be required to insure the broadcast of well-balanced programs to the public without charge? What safeguards, if any, are necessary to prevent the possible monopolistic control of subscription television operation? Should a way be provided so that all stations will be able to utilize subscription television broadcasts on a non-discriminatory basis?

Looking at the problem of license renewals, which he said will be a substantial part of the workload now that FCC is over the hump in processing applications for new stations and major changes, Chairman McConnaughey noted that to help the Commission judge a station's overall performance "we've had to devise the program log analysis, the counting of spot announcements and other techniques designed to provide in quantitative terms a limited measure of quality of performance."

He cited the program log analysis as especially suspect of being "outmoded."

"Since introduction of this device," he said, "television has made its mark and radio has adjusted itself to the impact. But is the program log analysis, originally designed for radio, suitable for television or should it be retailored for television? Is the traditional concept of a commercial program realistic in the face of a trend in radio away from sponsored programs to commercial announcements? Is length of announcement more significant than frequency in appraising program quality?"

Broadcasters' suggestions on "how best to discharge our responsibilities in this critical area" of renewals, he said, "would be most welcome."

Another problem, which the FCC chief said "is second to none in public interest," if volume of correspondence received by FCC is the yardstick, is the long-pending daytime skywave case.

"We are now reviewing the record in this proceeding so as to make a final determination as to the standards to be used in allocation to give explicit recognition to the phenomena of daytime skywave and as to the manner in which these standards should be applied," he said.

Citing the links between the daytime skywave and clear-channel cases and their ties with NARBA and the Mexican agreement, he said: "If there is one thing that I want to see done it is a complete, final and simultaneous disposition made of all these questions which will take into consideration the interests of all parties concerned and finalize these proceedings so as to eliminate confusion, uncertainty and enable the parties concerned to use the facilities involved for the benefit of all."

Mr. McConnaughey reviewed organizational

THE ANNUAL Achievement Award of Radio-Television Executives Society is presented to James C. Hagerty (r), Presidential news secretary, for "distinguished service to the radio and tv broadcasting industry." The first such RTES award, it was presented to Mr. Hagerty in recognition of his efforts to bring "enlightenment to broadcasters and viewers throughout the entire world." The award was made Monday morning at the White House by Elliott Sanger (c), WQXR New York, and G. W. (Johnny) Johnstone, National Assn. of Manufacturers.

Two Ways to Look at It

NARTB delegates had a preview of the 1956 political campaign at the Washington convention with unveiling of a new TelePrompTer device. When FCC Chairman George C. McConnaughey spoke Tuesday, he spoke with the aid of two new glass Tellens optical outriders. These glass plates, about a foot square, were transparent from the audience side but reflected the script from concealed devices on the platform floor. Chairman McConnaughey said, after his talk, it was the finest aid to platform speaking he had ever seen. He was able to address the convention without dropping his eyes at any point.

A Boy Scout Good Turn at Yosemite

Yosemite...where you became heir to a scenic fortune

Eons ago, three glaciers met head on in California and left behind a wonderland now called Yosemite Valley. With its sheer mile-high granite cliffs, matchless waterfalls and magnificent mountain country, Yosemite became a National Park... and you became heir to a scenic fortune.

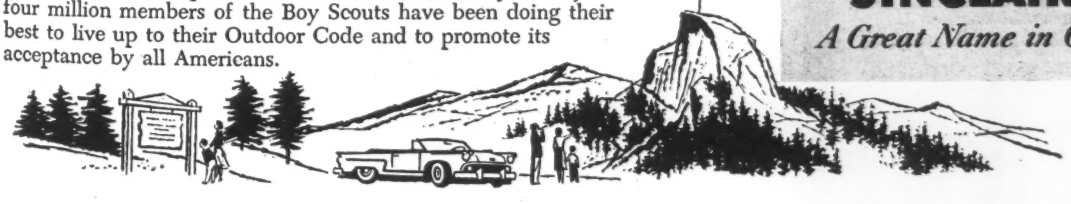
At Yosemite, you'll see the world's highest free-leaping falls, one of them 9 times as high as Niagara. And you'll stand beneath stately Giant Sequoia trees, the largest and oldest living things on earth. With trunks 20 feet and more in diameter and bark up to three feet thick, the Big Trees have survived fire, lightning, disease and other destructive forces since long before Caesar crossed the Rubicon.

These trees, once found across the world, today are native only to America. Nobody knows just why. Perhaps they need a land as big and rugged and majestic as they are... a tough-fibred land that takes its hard knocks but keeps on growing, too.

Sinclair Salutes the Boy Scouts of America

Sinclair salutes the volunteer leaders, boy members and conservation advisors of the Boy Scouts of America for outstanding accomplishment in their national Conservation Good Turn, and their efforts to prevent and clean up litter in National and State Parks and other recreation areas.

With national headquarters in New Brunswick, N. J., nearly four million members of the Boy Scouts have been doing their best to live up to their Outdoor Code and to promote its acceptance by all Americans.



Free TOUR INFORMATION—

If you would like to drive to any of the National Parks, let us help you plan your trip. Write: Tour Bureau Sinclair Oil Corporation, 600 Fifth Ave., N. Y. 20, N. Y.

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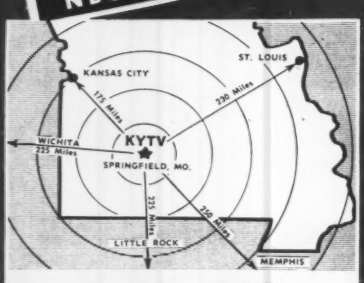


In the BIG MIDDLE of a BILLION $ $ MARKET!

283,600
FAMILIES WITH
$1,146,950,000
SPENDABLE INCOME
(Sales Management May 1954)

77,410
TELEVISION SETS IN AREA
(Television Magazine Report March 1, 1955)

The ONE way to reach ALL of MISSOURI'S 3RD LARGEST MARKET!

R. L. STUFFLEBAM
Commercial Manager

NATIONAL REPRESENTATIVE
GEORGE P. HOLLINGBERY
NEW YORK CHICAGO
LOS ANGELES ATLANTA
SAN FRANCISCO

ORIGINATING STATION ABC
"OZARK JUBILEE"

and procedural changes adopted by the Commission to improve its own efficiency. He also noted that FCC has asked Congress to amend Sec. 309 (c) regarding the so-called "protest rule"—which he said has seemingly been used in many cases as a delaying device to retard the start of a competing station for as long as possible. The requested amendment would "give the Commission discretion to deny a stay in those cases where it cannot find on the record reason why the public interest requires such action."

FCC also plans to ask Congress shortly to amend Sec. 5 (c), which created the Commission's review staff, "so that there will be no question at all" as to that staff's role "in assisting the Commission in adjudicatory matters." Additionally, Mr. McConnaughey said, FCC plans to propose changes "which will permit us to consult with staff officers such as our general counsel, chief engineer and chief accountant when they are not engaged in the investigation or prosecution of an adjudicatory case."

These restrictions in the law have been opposed by FCC members since they were first proposed and enacted. Eliminating them through the changes soon to be proposed, the FCC chairman said, "will enable us to handle our work more efficiently, more effectively and more quickly."

He paid tribute, meanwhile, to the devotion and work of the FCC staff. "Considering the tremendous responsibility placed upon the Commission with a relatively small staff," he said, "I feel my fellow commissioners and the hard-working personnel of our Commission have performed an outstanding public service."

Minimum Interference

Early in his talk, after expressing his view that "government should exert a minimum of interference with the lives and fortunes of its citizens" and that the broadcasting industry "should not be . . . regulated but should be kept healthy by open, free competition so long as it operates in the public interest," Chairman McConnaughey offered broadcasters this accolade:

"There is no one who appreciates more the fine work that the broadcasters have done in the past than myself. This is evidenced by the fact that the people of the U. S. are the recipients of the finest programs in all the world. Indeed, I want to salute and congratulate you on an outstanding job admirably done."

In similar vein, after sketching current problems, he voiced confidence that industry and FCC working together "can face up to these problems and lick them."

"You broadcasters," he said, "were beset with many baffling and complex problems in the infancy of broadcasting, and you solved them—in most cases without the intervention of Washington. And I am sure you will continue to do so in the future.

"In those areas where we in the Commission have been given the responsibility of assisting the industry for the public good, we pledge our whole-hearted cooperation and assistance. With very little help, you have come a long way toward reaching the common goal of all of us—of providing a broadcasting service that fills the needs and desires of the American people.

"Yours is a young, virile, rapidly changing industry. Your opportunities to render a great public service to the people of America are fabulous. I am positive that I bespeak the sentiments of the members of the FCC and the staff when I say that we not only consider it our duty but a privilege to work with you to the end that this country will continue to enjoy the greatest broadcasting service in the world."

NARTB TV BOARD ELECTS DIRECTORS

FIVE DIRECTORS were elected to the NARTB Tv Board last Monday, four to serve two-year terms and one to fill an unexpired term.

Re-elected to represent tv-only stations was Kenneth L. Carter, WAAM (TV) Baltimore. He was elected without opposition.

Three directors were re-elected to represent joint am-tv operations. They were Campbell Arnoux, WTAR-TV Norfolk, Va., Tv Board vice chairman; Ward Quaal, WLWT (TV) Cincinnati, and William Fay, WHAM-TV Rochester, N. Y. Other nominees for the three posts were Joseph E. Baudino, Westinghouse Broadcasting Co.; Clyde W. Rembert, KRLD-TV Dallas; Mortimer C. Watters, WCPO-TV Cincinnati.

Mr. Baudino was elected to the board to fill the unexpired term of John Esau, formerly of KTVQ (TV) Oklahoma City, no longer eligible. Other nominees for the vacancy were Harold P. See, KRON-TV San Francisco, and Mr. Rembert.

Tellers for the election were Kenyon Brown, KWFT-TV Wichita Falls, Tex.; Jack Harris, KPRC-TV Houston; E. K. Jett, WMAR-TV Baltimore; James D. Russell, KKTV (TV) Colorado Springs, Colo.; George C. Coleman, WGBI-TV Scranton, Pa., and W. D. Rogers Jr., KDUB-TV Lubbock, Tex.

Clair R. McCollough, Steinman Stations, Tv Board chairman, presided at the election. Judge Justin Miller, former NARTB board chairman, conducted the balloting.

WINNING CANDIDATES in NARTB Tv Board balloting (l to r): Campbell Arnoux, WTAR-TV Norfolk, Va.; Kenneth L. Carter, WAAM (TV) Baltimore; Ward Quaal, WLWT (TV) Cincinnati; Joseph E. Baudino, Westinghouse Broadcasting Co., and William Fay, WHAM-TV Rochester.

TV'S PAST RECORD, FUTURE ANALYZED AT WED. SESSION

CBS' Stanton, DTN's DuMont, WBAP-TV's Hough, ABC's Kintner, Fetzer stations' Fetzer, NBC's Weaver address tv management meet.

TO PROVIDE the beginning of "true two-way communication between television and the great society it tries to serve," CBS plans to form and finance a public committee of representatives of all facets of American life for the purpose of making "a comprehensive, impartial nationwide study of what the public expects from television," CBS President Frank Stanton said Thursday in an address to the television management conference of the convention. When the committee has been formed, the CBS connection with it will then cease, Dr. Stanton said (for condensed text, see page 60).

Held on the tenth anniversary of the date on which the FCC started postwar commercial television in this country by announcing its tv allocation pattern, as Chairman Clair R. McCollough, WGAL-TV Lancaster, Pa., commented, the conference traced the history of tv from its scientific beginnings through the present problems to a foreview of the future.

Television will have all forms of programming, Sylvester L. Weaver, NBC president, stated. "We do not want to choose between forms," he said. "We want them all. . . . We must keep television so that it programs for everyone. That means continual examination of both the audience and the programs. . . . We must gamble on shows, on talent, on projects, and we will lose in doing this all too often. But only a network can afford the risk, and that is essentially why the great network service is so important to this country (for condensed text of Mr. Weaver's remarks, see page 56).

Dr. Allen B. DuMont, president of Allen B. DuMont Labs and the DuMont Tv Network, reviewed tv's "first years" from the electrical discoveries of early scientists to the end of World War II, when, he said, there were only six licensed commercial tv stations in operation, contrasted with the more than 400 tv stations on the air today. As far as tv has advanced technically, further improvements are inevitable; "nothing will remain as it is," Dr. DuMont said, adding these are not as important as the fact that people all over the world can see the same events at the same time.

Planet's Salvation: Tv

"There is little question in my mind that television not only will span the continents and the oceans, but that in so doing it can prove the one really effective medium to bring about understanding among peoples, a world dedicated to peaceful living, cultural accomplishment and the abolition of poverty and disease," he concluded. "This can be tv's contribution to our planet. It can and must be its salvation."

The problems of the pioneer tv broadcaster were discussed by one of them, Harold Hough, director of WBAP-TV Fort Worth, Texas. At the end of the war getting a tv grant from the FCC "did not mean a three-year hearing, but it did take a three-cent stamp," he recalled, and when the grant had been received there was the problem of what to do about it—go ahead or wait awhile. And, when WBAP-TV finally did get going, there were "no sets—no viewers—no viewers—no customers—no customers—no advertisers."

Today tv is an established advertising medium, Mr. Hough said, but he warned that "if it costs ten times as much to present a tv program as it does a radio program, then to be successful in secondary markets and serve the people of those places, television must obtain a sizable share of its revenue from those same communities—more than electronics have in the past.

"Fortunately it can, and the answer is color television," he declared. "Forget the outlay on color television," he urged. "It can be installed cheaper than you think. It can be operated as simply as the black-and-white, but the impact, once it is underway—and that will not be as long as you expect—will be the salvation of television in those markets.

"You may squabble between very high and ultra high, the mixture and demixture; you may have hearings, rules and regulations, but to settle this important problem for these communities there must be the economics which only color television can supply. We know color tv will revolutionize all advertising—and I do mean *all*," he asserted.

"Lack of acceptable available television stations, in order that the public may receive a

. . . keeps viewers tuned to

KMJ-TV

FRESNO, CALIFORNIA • CHANNEL 24
NBC affiliate

the San Joaquin Valley's FIRST TV station in . . .

POWER now 447,000 watts.

RECEPTION Pacific Coast Measurement Bureau Survey (Oct. '54) shows KMJ-TV reception "most satisfactory" in area.

RATINGS KMJ-TV carries 24 out of the 35 top-rated nighttime programs in the Fresno area (ARB report, March '55).

COLOR KMJ-TV was the first local station equipped to transmit network color shows and has presented them on a regularly scheduled basis.

Paul H. Raymer, National Representative

variety of programs easily," is the "principal business problem" of tv broadcasters, the "principal private problem of millions of people . . . and the most pressing public problem of the FCC and Congress," Robert E. Kintner, ABC president, told the meeting.

Noting that today only 42 markets have three or more tv stations and that "under present allocations, 165 markets will continue to be monopoly or duopoly in the vhf channels for the foreseeable future," Mr. Kintner said that the basic problem is the existence of vhf and uhf stations, "with the vhf usually superior in public acceptance in mixed markets."

"Some degree of de-intermixture . . . represents a practical and an immediate solution," he said. He also advocated three other courses to alleviate the monopoly situation: speedier FCC action to end these monopolies; "drop-ins—allocations to communities of stations whose coverage area could deliver an outside signal to present monopoly markets"; "consideration of switching educational vhf allocations in certain markets to commercial operation."

Mr. Kintner vigorously endorsed advertising-supported commercial tv operation and attacked the principle of pay-tv, which he said "can only mean competitive bidding for programming" with paid tv "bound to win." The result, he said, "would be not only a serious effect on advertising—a basic part of our economy—but a more limited use of television facilities that would not be in the public interest."

"It is time we blasted back on the issue of commercialism instead of going on the defensive with reports on our public service schedules, as if we were ashamed of commercials," Mr. Kintner declared. He reported that a viewer survey of 750 tv viewers found 88% reporting that the latest tv commercial watched was either "informative" or "interesting."

Market Accessibility Important

Touching on the relationships of networks with their affiliates, Mr. Kintner said: "There is one simple point on network operation. In order for us to sell advertisers, whose revenues make possible important programming in all fields of television, they must be assured of market accessibility at the time in which they order the program." Only assurance of prime day and evening time in local communities for the networks, plus the networks' program know-how, "makes possible the type of programming being made available to your stations by all the networks," he said.

Mr. Kintner warned "that any congressional committee or the FCC should go slowly in further restricting the relationship between networks and stations."

Tv broadcasters who have been "most mindful" of the Television Code "are the broadcasters who, for the most part, have been commercially successful," John E. Fetzer, president, the Fetzer Stations, retiring as the first chairman of the Code Review Board, reported.

Noting "disturbing evidence" that some tv station operators seem to consider a dollar "a more important commodity than self-respect," Mr. Fetzer stated emphatically: "It is not. A dollar in television does not buy self-respect; on the contrary, self-respect attracts dollars."

Mr. Fetzer pointed out that "there are patterns for good behavior in all pursuits, both individual and corporate. In our profession, we have tried to set forth these patterns. . . . We have learned that it is better to initiate your own rules of the game than to have them written for you. For if you do not compose your own standards of good conduct, eventually the public—operative through its elected representatives—will do it for you."

AFFILIATES STYMIE CBS ONE-RATE PLAN

Radio group's board does not object to concept itself, but is opposed to allied plan which would reduce the affiliates income from network programming by 25%.

A PROPOSAL to set a single rate for all time periods on CBS Radio [B•T, May 23] was advanced by the network to the CBS Radio Affiliates Assn.'s board of directors last week but was stranded on the board's opposition to an allied plan to reduce affiliates' compensation by 25%.

Key officials of both the network and the affiliates board made clear, however, that study and discussion of the proposals will continue.

Board and network executives were in agreement on the plan to establish a single rate for all time periods since this would be accomplished through elimination of a complicated discount structure which already leaves the advertiser paying the same amount for evening hours as he does for prime daytime hours. The actual cost to the advertiser would not be lowered. Indeed, the price of Saturday and Sunday time would be boosted 11.11% to put it on a par with Monday-Friday rates.

The disagreement arose over the network proposal to reduce station compensation. To compensate for the reduction, CBS Radio offered to grant the stations an increased number of 70-second station breaks for local sale, in both daytime and evening periods, and also guarantees of greater stability in co-op programs.

Arthur Hull Hayes, CBS Radio president, and other officials of the network maintained that the additional 70-second announcements and greater stability on co-op programs would enable affiliates to more than offset the proposed 25% cut in station compensation for carrying network programs. Mr. Hayes said he based this appraisal on a study of what the proposal would mean to the six CBS-owned radio stations, the only ones whose books are open to CBS officials.

John Patt, WJR Detroit, chairman of the affiliates board, noted that this estimate assumes that the stations would sell the additional 70-second announcements and the co-op programs. But the board's principal objection, he indicated, is that affiliates have for a long time sought additional 70-second announcements and more certainty regarding co-ops, and that the board does not feel it should have to "barter" for these ends.

The present amendment to station affiliation contracts—the amendment which, via discounts, cut evening time costs some 20% to put them on a par with prime daytime costs, effective last fall—expires Aug. 25.

President Hayes said some new contractual arrangement definitely would be worked out before the Aug. 25 deadline. Both he and Mr. Patt pointed out that no general meeting of all CBS Radio affiliates is contemplated before the annual convention in Detroit, Sept. 12-13, although Mr. Hayes said he would call one in advance of the Aug. 25 date if that were the only course available. Whatever new change is made will require a new amendment of individual affiliation contracts (or new contracts).

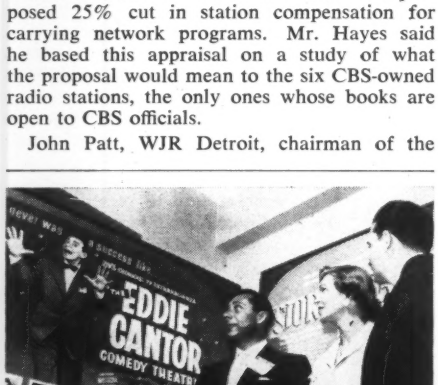
Harmony Marks Sessions

The meeting between affiliates board members and network officials, following on the heels of a similar session of network executives and members of the affiliates board's executive committee in New York the preceding week, was conducted last Monday through Tuesday morning in Washington.

Representatives of both the affiliates group and the network stressed that the sessions were marked by harmony and mutual understanding. This attitude was reflected in a joint conference held by Messrs. Patt and Hayes to discuss developments of the meeting.

Dr. Frank Stanton, president of CBS Inc., and Richard Salant, CBS vice president, joined the CBS Radio group in the meetings with the affiliates board. Network officials participating, in addition to President Hayes, included: J. Kelly Smith, administrative vice president; William Schudt, vice president in charge of station relations, and Ole Morby, station relations manager.

Affiliates board members—all 12 of whom were present for the meeting—are: Chairman Patt; Arnold Schoen, WPRO Providence, secretary-treasurer of the board; Kenyon Brown, KWFT Wichita Falls, Tex.; C. C. Caley, WMBD Peoria, Ill.; George Coleman, WGBI Scranton, Pa.; Saul Haas, KIRO Seattle; C. T. Lucy, WRVA Richmond; John Rivers, WCSC Columbia, S. C.; Victor A. Scholis, WHAS Louisville; F. C. Sowell, WLAC Nashville; George Storer, Storer Broadcasting Co., and Hugh Terry, KLZ Denver.



AGENCYMAN Lester Blumenthal (r), vice president in charge of radio and tv for William H. Weintraub & Co., New York, is shown a poster display for the *Eddie Cantor Show* at the convention by M. J. (Bud) Rifkin, vice president in charge of sales for the film company, and Dorothy Meyer, executive secretary to Ziv Television board chairman Frederic W. Ziv. Blatz beer, a Weintraub account, sponsors the show throughout Wisconsin.

Kintner Opposes Further Radio Cuts

A FIRM STAND against further reductions in network radio time costs was advocated by ABC President Robert E. Kintner in a meeting of the network's top officials with ABC radio and television affiliates in Washington on May 22.

The meeting also featured a presentation which, pointing up the growth of radio in recent years, showed that many radio programs—especially morning programs—are heard today, despite post-tv drop-offs in ratings, by more people than in pre-tv times [B•T, May 16].

While conceding that radio now is not what

LOUISIANA BROADCASTERS met at Monday morning convention breakfast with Sen. Allen J. Ellender and Sen. Russell B. Long, Democratic legislators. L to r: Robert Earle, WIBR Baton Rouge, vice president of Louisiana Broadcasters Assn.; Sen. Long; Edgar B. Stern Jr., WDSU-AM-TV New Orleans, LBA president; Sen. Ellender, and Henry B. Clay, KWKH Shreveport, NARTB Radio Board chairman.

it was before the television picture entered, network officials made clear their belief that it still is a powerful—and salable—advertising vehicle.

On the television front the delegates heard Leonard Goldenson, president of ABC's parent American Broadcasting-Paramount Theatres Inc., recount the recent upsurge in ABC-TV programming and give his assurance that the network, with millions in working capital available through AB-PT, does not intend to let itself be outdone by others in its quest for top-rung programs and talent.

Another key speaker at the meeting, attended by an estimated 350 representatives of ABC radio and television affiliates, was Edward J. Nobel, chairman of the AB-PT finance committee and former owner of ABC, who traced the history of the network and the decision to merge with United Paramount Theatres.

Technological Advances Seen As Means to More Employment

TECHNOLOGICAL advances such as automation will ultimately result in more employment, Steve Dunn, of the law firm of McCobb, Heanly & Dunn and former general counsel of the Dept. of Commerce, told NARTB delegates last Thursday at a labor relations-management breakfast.

The meeting was presided over by Charles H. (Chuck) Tower, manager of NARTB's Employer-Employe Relations Dept., who stated unions should understand that such things as remote-control operation amount to "economic necessity" in many cases to meet competition.

The general phases of labor relations were outlined by Mr. Dunn. These included entering into union relations and the rights of management as well as employes; collective bargaining, and what happens when an impasse in negotiations is reached.

As far as management is concerned, he said strikes should be avoided if possible because they are costly, but that strikes are not hedged by "giving in."

Monetary matters in negotiation should not be taken out of management hands and put under arbitration, he cautioned.

Mr. Tower said that many stations' labor relations go along from year to year with what can be described as "minimal friction." He said this can be improved by management or supervisory personnel sitting down with the employes and working out a labor relations policy to the satisfaction of all concerned.

State Associations Start Libraries on Radio-Tv

STATE broadcasters associations will start building library facilities covering national, state and local radio-tv activities. The project grew out of a meeting of state association presidents held Monday noon during the NARTB convention.

The state-level activities of NARTB have been developing steadily for several years. The association provides reference and background material on legislative, legal, technical and other problems. In turn the state groups have been keeping a close watch on legislation in their areas. With their library facilities, the state groups will be in a position to handle situations as they arise and keep the national association informed.

Fifty broadcasters and legislators attended the Tuesday breakfast held by North Carolina Assn. of Broadcasters. Sen. Sam Erwin (D-N. C.) and nine Representatives took part in the discussion.

Ten stations and five Congressmen attended the breakfast of the West Virginia Assn. of Broadcasters. Broadcasters discussed industry problems with the legislators.

Best attended (80) of the state meetings was the Thursday morning session of the Texas Assn. of Broadcasters. Louis Cook, KNOW Austin, presided. Sen Lyndon Johnson, majority leader and Price Daniel, other senator from the state, attended. Sen. Johnson introduced members of the state's congressional delegation.

The Louisiana group has moved its office to Triad Bldg., Baton Rouge, with Rolfe H. McCollister as executive secretary. He is an attorney, member of the state legislature, and has a background in advertising, public relations and journalism.

Broadcasters Urge FCC To Rule on Community Tv

MOVE to direct attention to property rights of tv stations in their programs and to obtain a clear FCC ruling on its jurisdiction over community tv services was started Wednesday morning by a group of western broadcasters, meeting during the NARTB convention.

Bernard Koteen, Washington radio attorney, was retained as counsel by the group. FCC will be asked to set up rule-making proceedings

ROMERO CAPTURES PITTSBURGH . . . 68.9% OF THE AUDIENCE

ARB rates Cesar Romero's new TV show, **PASSPORT TO DANGER,** a slightly phenomenal 43.3 in Pittsburgh. Share-of-audience: 68.9%. And look at these other ARB* ratings and shares:

Milwaukee—34.3—64.6%
Cincinnati—18.1—36.7%
San Francisco—15.1—75.5%
Jacksonville—37.0—86.7

Romero really delivers the audience. Get him while he's "hot"!

*Jan. 1955

CESAR ROMERO, starring in . . .

PASSPORT TO DANGER

produced by Hal Roach, Jr.

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

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CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

DOING some heavy looking on as Earl Moreland (2d r), WMCT (TV) Memphis, duels at cards with Joe Timlin, Branham Co., New York, are (l to r): Fred Watkins, KWKH Shreveport, La.; Drue Smith, WDEF Chattanooga, and B. G. Roberson, KTHS Little Rock, Ark.

ADVICE on broadcasting is passed out by Sterling Beeson (3d l), Headley-Reed Co., New York, to (l to r): Sam Altdoerffer, WLAN Lancaster, Pa.; Harold Froelich, WTVO (TV) Rockford, Ill.; Mrs. Helen Duhamel, KOTA Rapid City, S. D.; Andy Jarema, WKOP Binghamton, N. Y.; Merrill C. Johnson, WGL Fort Wayne, Ind., and Harry Travis, WNEM-TV Bay City, Mich.

THIS HARD-SELL business session seems to be an enjoyable one for (l to r): Robert Eastman, Blair & Co.; Otto Brandt, KING Seattle; Robert Swezey, WDSU New Orleans; John Blair, Blair & Co.; Pete Schloss, WWSW Pittsburgh, and Bill Weldon, Blair-Tv.

and to study the matter of its jurisdiction over community tv services.

The tv broadcasters emphasized they are not opposed to community services where they provide service to outlying communities not within range of existing tv stations. They felt, however, that artificial extension of stations to localities far beyond normal services areas can be contrary to the American concept of broadcasting.

Station operators contended that the FCC should study the problem created by unauthorized redistribution of programs by community systems, with commercials deleted in some cases. Substitution of commercials by community systems in broadcast video programs should be investigated, it was contended.

Another point of inquiry, they said, was deliberate mutilation of certain station signals by community systems as a means of building local interest in other signals carried over these wired setups.

Buying, Selling Problems Cited by Tv Film Panel

TV FILM buying, selling and station-distributor co-operation were themes of a panel discussion early Monday morning at the NARTB convention.

Dick Moore, general manager of KTTV (TV) Los Angeles, stressed the importance and advantages of obtaining the personal services of the star and leading players to sell the sponsor and keep the sponsor sold through filmed commercials and personal appearances.

Joe Floyd, president of KELO-TV, Sioux Falls, S. D., championed the cause of the small market tv station owner. Mr. Floyd objected to the tv film distributors' practice of setting a minimum price for the properties, noting that the demand for a high grade product is just as strong in the small market as in the big one and that the film price must be dependent on the set distribution. Mr. Floyd also criticized the "contract tricks" and "small print" in many contracts and called for simplified agreements.

Jerome (Tad) Reeves, program director of WBNS-TV Columbus, Ohio, admonished the distributors for overlooking the B and C time periods in vying for prime periods. He said that this is a vast source of revenue that needs exploitation.

Ken Fleming, Leo Burnett Agency, criticized the broadcasters for not encouraging national spot business to help themselves, claiming that the films can give network quality programs.

M. J. Rifkin, vice president in charge of sales for Ziv TV, emphasized the importance of time clearance on the local level and urged the broadcasters to go out and exploit the untapped local and regional markets—the public utilities, banks and other backyard "giants of industry." He said that these sponsors will prove to be the heart of the stations' business and will use tv if they can get good time clearance and are not "booted" about.

The panel was moderated by Walter Craig, vice president of William H. Weintraub & Co. Other speakers included: Jim Luce, J. Walter Thompson; Wynn Nathan, MCA-TV; Berman Swarttz, NATS; Michael M. Sillerman, TPA, and Harold See, KRON-TV San Francisco.

Comments on the speakers' remarks were heard from Carl Stanton, NBC Film Div.; Sy Weintraub, Flamingo Films; Charles Amory, U.M. & W., Reub Kaufman, Guild Films; George Shupert, ABC Film Syndication; Dwight Martin, General Teleradio; John Mitchell, Screen Gems; Leslie Harris, CBS-TV Film Sales; Len Firestone, Unity; Oliver Unger, NATS; Saul Turrell, Sterling Television, and Earle Collins, Hollywood Tv Service.

MBS AFFILIATES HEAR PROGRAM PLANS, FLEXIBILITY OF COMMERCIAL TIME IDEA

Six-second 'quickie' spots within the network identification cue are to be used. Total commercial time within a given program may be split into varying lengths. Additional five-minute programs are offered as well as Monday-Friday half-hour strip, 'Mutual Morning.'

A PLAN for greater flexibility in network selling—including six-second commercials within the network identification cue—was announced by Mutual officials to affiliates of the network at a meeting in Washington May 22.

The new sales formats were outlined at a meeting which included a suggestion that am-tv networks using "television money to finance radio networks" may be "a very dangerous practice for our competitors" and "in view of the current situation" may be "in violation of the antitrust laws of the U. S."

This observation was offered by Executive Vice President John B. Poor, a lawyer, who added that "I do not propose any specific action, but merely note the fact."

Mr. Poor also suggested that "two or three years from now" there may be "only one or two networks in existence." He made clear, along with other officials, that Mutual intends to survive.

The departures from the existing sales format were presented as a statement of intent, not a proposal for affiliate approval. "It is not our desire, nor our intent, to further amend your affiliation contracts," Station Relations and Engineering Vice President E. M. (Pete) Johnson said. He explained that MBS officials and the affiliates' advisory committee felt that "such commercial programming as we have outlined here is of such a nature as to be embraced by our present agreement."

MR. JOHNSON

There were rumblings of protest among some affiliates, but John M. Walter of WJPG Green Bay, Wis., chairman of the Mutual Affiliates Advisory Committee, followed them with a formal statement that "Mutual should be commended on facing realities of a new programming and sales concept for network radio."

The chairman of MAAC, with which MBS officials discussed their plans on May 21 before the meeting with some 200 affiliates the following day, also said:

"Further, my impression was that the members of the 14-man MAAC present recognize the foresight of the Mutual family in setting up a sound program-sales pattern in network radio through its planned flexibility for advertisers and general program appeal to people everywhere.

"The general expression of opinion was one of confidence in Mutual, and a feeling that the constructive criticisms and suggestions made at the affiliates meeting should result in further fresh and constructive approaches to overall network problems. And we further hope that the consummation of these plans will increase billings and improve audience ratings."

Aside from the more spectacular concept of six-second commercials, other changes in MBS' sales plans—attributed to changes in advertiser needs and to a need to match the flexibility of other networks' plans, specifically NBC's *Monitor*—included the following:

• Instead of sticking to one-minute commercials in programs which Mutual has a right to sell on a participating basis, the commercials may be of varying length. For example, if there is a total of five minutes of commercial time in a half-hour show, this total—instead of consisting of five one-minute commercials—might be split up into two one-minute announcements, one 90-second spot, one 30-second spot, a 50-second and one 10-second announcement. As before, Mutual would retain the revenue from the first 60 seconds of network sale "to cover the cost of commercializing the program," and affiliates would be free to sell locally (and without talent fee to Mutual) any availabilities not sold by MBS.

• To accommodate advertisers who want saturation announcements, Mutual will offer additional five-minute programs for network sale. Recognizing that affiliates may find it hard to program scattered five-minute network shows, "in certain instances" Mutual may let stations record and play back the commercial "at the convenience of your local schedule," rather than carry the program itself. To this end, these commercials will be fed daily on a closed circuit for recording by stations.

Station compensation for carrying the six-second "system cue" will be calculated, officials said, on the basis of a one-minute commercial program. Mr. Johnson explained: "For example, if you carry a five-minute commercial program and the commercial system cue which follows, you would be credited and paid for carrying a six-minute commercial program."

The six-second "quickie" would come within the system cue. Affiliates "will still have the 30-second pause between programs," Mr. Johnson assured them. To show how the "quickie" might work, he said: "Where your network cue now is: 'This is Mutual—the Radio Network for All America,' it may go 'This is Mutual—When you fly, go B.O.A.C.,' or 'This is Mutual—For the pause that refreshes, drink Old Grand Dad'."

Plans for program changes also were outlined to the affiliates. In line with Mutual's oft-expressed thinking that radio is now "companionate" and no longer a glamor medium, Programs Vice President Robert Monroe outlined tentative plans for two half-hour strips, Monday through Friday, to be called *Americana* and to consist of taped shows to be furnished free by affiliates to the network.

As a "test case" for *Americana*, Mutual will launch *Mutual Morning* on July 1 in the Monday-Friday 10:30-11 a.m. period.

In the field of co-op programs Roy Danish, director of that activity for Mutual, reported that MBS has signed a long-term agreement with the *Wild Bill Hickok* organization whereby that program will be scheduled back-to-back with the increasingly popular *Rin-Tin-Tin* on Sundays and will be available for local sale. Additionally, Mr. Danish said, the Delira organization which owns the *Hickok* properties "will help sell it for you—at your regular rates plus the small talent fee—to the local and regional advertisers on the fast-growing list of

ROMERO
IS TOPS
IN HIS
TIME SPOT IN
CINCINNATI!

Yes, **Passport to Danger,** starring Cesar Romero, is going over big in Cincinnati, with a 25.6 rating and an impressive 48.2% share-of-audience (source: ARB, Feb. 1955). In San Francisco, in Louisville, in city after city, the story's the same. For example, here are more ARB ratings:

PITTSBURGH	43.3	68.9% share
JACKSONVILLE	37.0	86.7% share
SAN ANTONIO	26.1	56.4% share
MILWAUKEE	34.3	64.6% share

All this, plus the fact that Romero's available to do commercials. No wonder he has so many happy sponsors!

CESAR ROMERO, starring in . . .

PASSPORT TO DANGER
produced by Hal Roach, Jr.
BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

those who buy the complete *Hickok* merchandising service that Delira furnishes."

President Thomas F. O'Neil, opening the meeting with a discussion of "the most desirable type of network and station affiliate relationship," emphasized that Mutual management —like that of the affiliates—is engaged in station ownership and operation as well as in networking.

"Remember," he said, "that our primary interest is in the success of our local radio stations in New York, Los Angeles, Boston, San Francisco, Hartford and Memphis, and to that end the Mutual network must subordinate its philosophy of operation." But he made clear that, despite trade speculation as to the ultimate survival of radio networks, "we have every intention of surviving, and, furthermore, we feel that we are better equipped to survive . . ."

Speaking as station owner as well as network operator, Mr. O'Neil said the fact that Mutual has less business than other networks also means "we have more time in our own operations for the sale of national spot and local time." Further, he said, Mutual stockholder station WOR New York "is taking about 2% of all the national business going into all radio stations," so that "our one station in New York as a single station sale sells about 40% of what our national network embracing 560-odd stations sells."

"If," he continued, "Mutual is invading the national spot field, as it has been alleged, they are invading the national spot of WOR more than of any other Mutual station. I will go further to say that our research has indicated to us that WOR has more national spot business than any single radio station in the country."

Mutual Takes 10%

He estimated that Mutual and its affiliates "take only 10% of the total amount of national advertising expenditures in radio."

Executive Vice President Poor, asserting that in these times the "fundamental requirement" of a radio network "is one of newness," pointed up recent changes in Mutual personnel, plans for further changes in programming and sales, and said:

"Since our business is getting to be a dog-eat-dog affair, we've got to be efficient . . . All of our standards are going to be more exact and we're going to be more efficient in our relationship with you. In our ability to be more efficient than our competitors lies our strength. We can make money and be successful when our competitors are losing their shirts."

Stressing the need for the shorter commercials and other changes that would give greater sales flexibility, Mr. Poor concluded: "Two or three years from now when there are only one or two networks in existence, we hope that you will be with us in reaping the rewards which will flow from our proposals today."

Robert A. Schmid, vice president in charge of advertising, public relations and research, stressed the magnitude of radio set ownership and pointed out that, in a day, radio reaches only slightly fewer people than television.

He noted that different advertisers have different needs, ranging from saturation to pinpoint advertising, and emphasized that accordingly sales plans must be available to meet each need.

He also cited research studies to show that Mutual programs boost audiences for adjacent local shows; that Mutual affiliates in the markets studied have as much as 30-plus per cent more cumulative audience than their leading independently-owned rivals, and that in terms of store-traffic-produced, Mutual affiliates have shown a comparable edge over rival independents.

DAYTIME BROADCASTERS Assn. elected new officers at its meeting last week held concurrently with the NARTB convention in Washington. Elected were (l to r): George Volger, KWPT Muscatine, Iowa, secretary; Ray Livesay, WLBH Mattoon, Ill., chairman of the board; Joe M. Leonard Jr., KGAF Gainesville, Tex., treasurer, and Morris Mindel, KGST Fresno, Calif., vice president in charge of public information. Jack Younts, WEEB Southern Pines, N. C., was named president and Alf Landon, KSCB Liberal, Kan., a vice president.

Uniform Sign On, Off Sought By Daytimers

PROTECTION standards still in existence for a few clear channel stations are out of date and should be amended to allow daytime stations—comprising one-third of the total 2,700 am outlets—to extend their local community service to uniform sign on and off hours. This is the substance of the annual report by retiring Daytime Broadcasters Assn. President Ray Livesay, WLBH Mattoon, Ill., to the DBA meeting on Monday during the NARTB convention.

Mr. Livesay called for expanded membership and renewed efforts by DBA to secure from the FCC fixed hours daily the year-round for daytime stations. The hours asked are 5 a.m. to 7 p.m., he said, and noted the increased interference to other stations that would result will be more than offset by greater local service in many communities now without such service. He said that of 900 daytime outlets, 574 are in communities without any fulltime radio service.

MR. YOUNTS

Citing expansion of electrification into nearly all rural areas during the past quarter-century since the clear channel protection standard was adopted, Mr. Livesay pointed out that rural electric lines and the many motors and appliances now used on farms have "greatly raised the noise levels everywhere."

He said "there are now 2,700 standard stations instead of 500 serving our nation and people are no longer content to listen to a noisy one-tenth millivolt signal. Just go out and try to find anyone today who is making use of a one-tenth millivolt signal," considered the standard of clear channel protection.

In a brochure distributed by the DBA at its meeting it was pointed out that of a total of 107 broadcast channels 24 are Class I-A clears with one 50-kw outlet on each fulltime, 22 are I-B clears with two 50 kws or more on each fulltime, seven are Canadian clear channels, six are Mexican clears, one is a Bahama Island clear, 41 are U. S. regional channels and six are local channels, accommodating 934 stations. The brochure said the 900 daytimers constitute the "orphans of the radio spectrum."

New officers elected to serve for the coming year included Mr. Livesay, named chairman of the board; Jack S. Younts, WEEB Southern Pines, N. C., president; Alf M. Landon, KSCB Liberal, Kan., vice president (re-elected); Morris Mindel, KGST Fresno, Calif., vice president in charge of public information (re-elected); George Volger, KWPC Muscatine, Iowa, secretary (re-elected), and Joe Leonard Jr., KGAF Gainesville, Tex., treasurer.

Others elected directors included Richard E. Adams, WKOX Framingham, Mass.; Cecil Woodland, WQAN Scranton, Pa.; E. Z. Jones, WBBB Burlington, N. C.; Joe Martin, WDSC Dillon, S. D.; Arthur Mundorff, WPIN St. Petersburg, Fla.; Ted Woods, KOSE Osceola, Ark.; Edwin Evans, WWST Wooster, Ohio; Robert Enoch, WXLW Indianapolis; Jim Firmin, WMOK Metropolis, Ill.; Ralph E. Shepard, KWOA Muscatine, Iowa, and Ralph L. Weir Jr., KJCK Junction City, Kan.

NARTB Unit Votes Formation Of New Radio-Tv Educ. Assn.

APPROVAL was voted Tuesday for formation of the Assn. for Professional Radio & Television Education and to dissolve the Assn. for Professional Broadcasting Education. The new APRTE, which must be confirmed by a final vote of the NARTB board in June, will seek to improve the education and training of prospective broadcasters in cooperation with established schools and colleges.

Organization meeting was held in Washington at NARTB headquarters during the association's 33d annual convention, with Leo Martin, chairman of the division of communications arts at Boston U., presiding. Representatives of 13 other schools and the NARTB educational committee participated. Latter included Herbert Krueger, WTAG Worcester, Mass., chairman; Lee Ruwitch, WTVJ (TV) Miami, and Rex Howell, KXFJ Grand Junction, Colo.

Active members of the new APRTE will include NARTB and regionally accredited colleges and universities with comprehensive radio-tv departments or courses. Associate members will include other regionally accredited colleges without such curricula. New APRTE board will have 10 members, five chosen by the NARTB president from industry and five among the several schools.

NARTB Takes No Action On Omnipresent Pay Tv

Subject vital to telecasters brought up in various meetings, but generated no strong feeling among majority of industry members present and was finally tabled.

LIKE the drunken uncle at the wedding feast, pay tv at the NARTB convention was a much-whispered-about subject. Everyone was sort of embarrassed about it.

It was mentioned by NARTB President Harold Fellows. It was referred to by FCC Chairman George C. McConnaughey. It cropped up at the business meeting when a resolution urging the FCC to expand the subscription tv proceedings to include radio was tabled unanimously. A similar motion at the fm meeting met the same fate.

To the majority of broadcasters the subject apparently was one of small significance. If any "corridor conversations" ensued, they were of the most cursory nature, as far as B•T could learn.

Early in the convention, Gene O'Fallon, owner of Denver's ch. 2 KFEL-TV, initiated a petition seeking to repudiate the Tv Board's action of last month [B•T, April 18]. He announced he had eight signers and 20 pledges.

Zenith held open house during the convention demonstrating its Phonevision system of pay tv. A Zenith spokesman reported that more than 1,000 visitors attended the closed-circuit tests, of whom about 500 were broadcasters. Zenith plans to continue the tests for FCC and other government officials and Congressmen after a hiatus this week.

The Zenith demonstrations last week did not include off-the-air pickups from WMAL-TV Washington, which two weeks ago received experimental authority from the FCC to transmit scrambled signals in the 8 a.m.-12:30 p.m. hours before its official day begins [B•T, May 23]. However, WMAL-TV plans to begin transmitting subscription tv signals the middle of this week.

The week also saw Comdr. E. F. McDonald Jr., Zenith president, lash out at CBS for its stand against subscription tv [B•T, May 23]. Comdr. McDonald in a statement issued early last week said that Zenith intended asking the FCC to prevent subscription tv being used by existing networks or for regular network programs. In a contemptuous reference to tv commercials, Comdr. McDonald declared flatly: "There will be no commercials on subscription television." CBS' stand was also assailed by Arthur Levey, president of Skiatron Electronics & Tv Corp.

Late Wednesday the possibility that pay tv would be brought to the convention floor loomed when David Baylor, KCSJ-TV Pueblo, Colo., ch. 5 NBC, wired Mr. Fellows asking permission to introduce a resolution on the subject. But that evaporated Thursday morning when Mr. Fellows informed Mr. Baylor that NARTB rules required that any resolutions be submitted by noon of the day before the business meeting (2 p.m. Thursday at this convention).

Meanwhile, at the FCC the flow of communications from citizens hardly abated. The tide continued to run heavily in protest against the pay-tv idea. As volume 40 was filled, oppositions to pay tv were understood to be now running 6-1 against the letters in favor of the toll-tv idea.

It was estimated, by an unofficial source, that as of May 23 the grand total stood 10,000 in favor of pay tv and 5,000 opposed. The mail in the first weeks following the Commission's call for comments (due June 9) was overwhelmingly in favor of toll tv.

MARTIN UMANSKY of KAKE-TV Wichita, Kan., is presented with the Stetson Hat Certificate he won in the drawings held daily during the NARTB convention by Television Programs of America Inc. Making the presentation is Kurt Blumberg (r), TPA assistant vice president.

NARTB Not Against Pay-Tv as Such: Fellows

NARTB does not oppose pay-to-see television but it's not going to sit idly by while attempts are made to take away some of tv's frequencies for a paid service [B•T INTERVIEW, May 2], President Harold E. Fellows said Wednesday in addressing the annual convention.

He suggested the association may find it necessary to join the ballyhoo parade if public-pressure campaigns continue.

Mr. Fellows stated his views on subscription tv this way:

"There have been some conclusions drawn by trade papers, and by the general press, that your Convention Committee deliberately is avoiding any discussion of the various proposals of the pay-as-you-see television proponents. It has been suggested, too, in print, that the association has taken an official position opposing toll television. I'd like the record to be straight on both of these points.

"The FCC has asked interested parties to file comments on petitions relating to toll television now pending before the Commission. There are times when it is not prudent, or for that matter fair, to try the issues in public before they have been considered by the established federal authority in the matter.

"I realize that there are others, some among the proponents, who believe otherwise, and think that we should engage in some sort of gripping struggle on this subject here and now. If the matter comes to such an impasse at some time in the future, where the interests of the public require that the association must retain various public relations and legal counselors in order to inform the public on an organized basis, I'm sure the Television Board will consider such action.

"At the present time, however, the association is directing its attention only to the petition before the Commission, and our position has been made eminently clear, although variously misinterpreted by some observers. The association has not said that it is against subscription television; the association has said that it is opposed to any form of subscription television which, through the use of channels allocated for free television, will jeopardize the right of

WILKES-BARRE GOES FOR ROMERO... AND HOW!

Cesar Romero, starring in Passport to Danger, is as "hot" in Wilkes-Barre as he is in other cities, with a 16.9 rating plus 39.7% share-of-audience (source: ARB, Feb. 1955) And here are more ARB ratings:

SAN ANTONIO	26.1	56.4% share
MILWAUKEE	34.3	64.6% share
CINCINNATI	25.6	48.2% share
JACKSONVILLE	37.0	86.7% share

Advertisers go for Romero, too! No wonder: he's big "box office," and what's more, you can build exciting promotions around his name. Call us and check on your market.

CESAR ROMERO, starring in ...

PASSPORT TO DANGER
produced by Hal Roach, Jr.
BIG-TIME TV WITH A LOW-BUDGET PRICE TAG
ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO · ATLANTA · DALLAS · HOLLYWOOD

THIS GAME of gin, for matchsticks of course, is being played by Jack Harris (l), KPRC-TV Houston, and Ed Voynow, Edward Petry & Co., Chicago, and kibitzed by Ed Whitlock, WRNL Richmond, Va.

ADVERTISERS ATTEST RADIO'S POWER; RAB UNVEILS NEW SALES PRESENTATION

RAB's President Sweeney, Board Chairman Baudino, a national advertiser and two big retailers present details on radio's growth, its low cost, its special applications and what RAB is doing and intends to do in increasing radio's take from advertising totals.

THE MAGNITUDE of radio's selling power was delineated to delegates at the RAB portion of the NARTB convention last week, with advertisers' personal testimonials to prove it.

Three executives representing businesses differing widely in size and nature spelled out how radio has boosted their sales and recognition. On top of this, RAB President Kevin B. Sweeney put on a new slide presentation—to be used in selling radio to advertisers—to show that radio is "the biggest, fastest growing, most changed and America's newest advertising medium."

Mr. Sweeney also reported that the estimate to be released shortly by the networks will place the number of working-order radio sets in the U. S. at 117 million.

Opening the Wednesday afternoon session, Joseph E. Baudino of Westinghouse Broadcasting Co., RAB board chairman, pointed out that since Jan. 1 RAB has sold 19 national advertisers, who formerly spent their money in print or television, on use of the aural medium.

"Many of these commitments are small and in the nature of tests but none would have happened if RAB on behalf of the radio broadcasting industry did not have five full-time men devoting their efforts to reaching advertisers at the decision level with thorough-going presentations not alone on the radio medium but on how the advertiser can profitably use the medium," Mr. Baudino said.

He also reminded delegates that in the past 30 days "RAB has made two momentous assaults on two citadels that have resisted us for so many years"—the automobile and the radio set manufacturing industries. The set industry, he pointed out, launched last week a nationwide test "that can well bring radio broadcasters $2 million in additional revenue next year." And "unless there are no automobiles being made in Detroit this summer," car makers and dealers will spend "many hundreds of thousands of dollars" that they wouldn't have put into radio if RAB hadn't sold them on the plan.

Despite "substantial progress in the national field," Mr. Baudino continued, RAB's "real strides have been made in showing broadcasters how to cut themselves a far larger slice of the more than $4 billion that is spent annually at the local level."

Next Year: Double

He called attention to a brochure, distributed at the meeting, blueprinting a million-dollar RAB and said the budget increase to $1 million annually, "which we expect by this time next year," will permit a doubling of the bureau's activities. RAB's operation this year is at the $720,000 to $750,000 level.

Proof of radio's high advertising effectiveness was attested in speeches by Emanuel Katz, president of Doeskin Products; Gailord Zink of Zink's Supermarket in Washington County, Ind., and Irvin Feld, operator of four Super Music stores and a variety of theatrical enterprises in Washington.

The president of Doeskin, makers of household paper products and sponsor of Dr. Norman Vincent Peale on NBC Radio, told the group that "we made headlines when we switched from television to radio advertising. But if our experiences carry any considerable significance —and some hundreds of thousands of advertising dollars successfully invested carry weight even in this age of multi-million dollar budgets —then before too long, a switch to radio such as we have made will no longer be *news*worthy. It will only be *profit*-worthy."

Sketching the merchandising and promotion Doeskin employs in connection with the Peale program, Mr. Katz said:

"In television, even with an annual budget of $600,000, we were small fry. In radio, we are big-timers. We don't *share* a program. We *own* a program. We are not on for two-and-one-half minutes of commercial time a week. We have *five times* that amount of commercial time a week.

"We see to it that these basics are promoted constantly to our sales force, to our wholesalers, our wholesale salesmen, and to the retailer.

"If Dr. Peale delivered precisely the same message on a television program, there would be little gain. Radio is the perfect medium for him. Moreover, we have every reason to believe that a *substantial* amount of television programming is not *viewed*—it is only *listened* to. We think this is especially true of *daytime* television."

Mr. Katz said he was not trying to say that either radio or tv is a better advertising medium than the other, but, rather, that "under certain

REPRESENTATIVES from station, agency and national representative fields got together for this well-rounded confab. L to r: Ned Midgeley, Ted Bates, New York; Carroll Layman, Harrington, Righter & Parsons, Chicago; John Norton, WMTW (TV) Poland Spring, Me.; Turk Righter, HR&P; Ed Small, Ted Bates; John Crandall, McCann-Erickson, New York, and Jack Harrington, HR&P, New York.

PRINCIPAL SPEAKERS of the Radio Advertising Bureau portion of Radio Day at the convention were (l to r): Kevin B. Sweeney, president of RAB; Irvin Field, owner of Super Music Enterprises, Washington, D. C.; Gailor Zink, owner of Zink's Supermarket, Salem, Ind.; Emanuel Katz, president of Doeskin Products, and Joseph E. Baudino, Westinghouse Broadcasting Co. and RAB chairman of the board.

circumstances, radio can actually be a better media for a specific advertiser."

For Doeskin, he said, "the statistics prove beyond dispute that in radio we are getting greater consumer impact and trade impact for our advertising dollar than we were able to get on television," and "our sales results to date provide the final clincher—they have been excellent."

He also paid tribute to the promotional cooperation given the program by NBC and by *Look* magazine, which carries a column by Dr. Peale regularly.

Mr. Katz wound up his talk with an attack on what he called Attorney General Herbert Brownell's "campaign to kill fair trade." He predicted that neither this "campaign" nor the "effort to torpedo the advertising agency commission system" will be successful.

But he warned broadcasters that "a substantial percentage of your total advertising revenue in radio and television comes from advertisers whose lines are fair traded. If all price controls are removed, it is inevitable that many of these advertisers will be compelled to cut their advertising budgets."

Mr. Zink, who said he uses radio extensively, a portion of a page in a local shopping guide every other week, and newspapers not at all, cited numerous cases in which radio has sold for his rural store—seven tons of potatoes sold in a single day, for instance, and 160 picnic hams sold in 14 hours from a single radio announcement.

Wild About Advertising

He said he started using radio—Don H. Martin's WSLM Salem, Ind.—on a small scale and, with continuing success, expanded to a point where "people say I'm wild about advertising."

"To put it mildly," he said, "I'm sold on radio advertising. If any of you have any trouble selling radio to grocery stores, I'll be honored if you wish to use me as testimony that radio is doing a good selling job."

Mr. Feld, who with his brother Israel owns a $2 million-a-year business, said they started with $50 worth of announcements a week 14 years ago. Entering business with a drug store, they have expanded into numerous other lines—and their radio advertising, credited with a major role in the growth, moved past the $100,000-a-year mark in 1954.

Mr. Feld detailed how the "Super" enterprises used radio to sell 5,000 phonograph records in a single day; how they sold 5,000 "Hear It Now" record albums at $7.50 apiece after three playings on radio, and, among other successes, how radio helped fill Washington's Constitution Hall for one performance and packed Griffith Stadium for others. The Felds' Super Music Enterprises now buys eight hours of programming a week, plus 72 announcements.

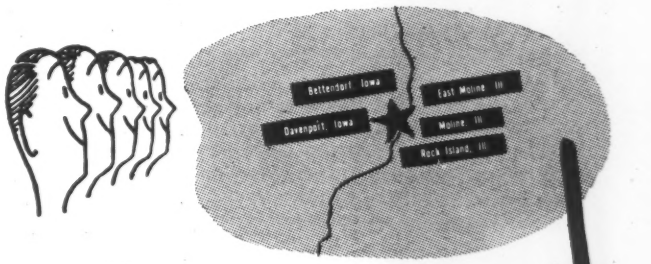
The new slide presentation shown by Mr. Sweeney emphasized the "essential" nature of radio in a "big, sound advertising plan that a national brand can afford." It stressed radio's expansion to a total of approximately 115 million working-order sets—117 million in the networks' upcoming new estimate, according to Mr. Sweeney, who estimated the number of automobile sets alone would reach 33 million by the end of this year—and showed that the aural medium is giving the national advertiser a means of making a "big" impression for a few hundred thousand dollars.

Mr. Sweeney showed spot radio budgets for 50 markets permitting four heavy saturation campaigns a year for $200,000 and a 70-market campaign "insuring complete dominance of areas representing 56% of all U. S. sales seven times annually for only $400,000."

In network radio, it was pointed out, the "multiple program campaign" has brought "complete coverage of the U. S. six times every month to the $100,000 advertiser and makes possible campaigns creating 15.6 million home impressions per week every month for only $250,000."

Assuming the $1-million-a-year budget for operation of RAB is reached, according to the brochure distributed to delegates, the national sales staff which now consists of five full-time salesmen making 300 presentations a month will be enlarged to 12 men who can make 800-900 presentations a month; the bureau's sales committee drive among local advertisers will be expanded almost three times; research will be expanded at least 50%, and national-level promotion will be increased at least 100%.

What does it take to reach the $1 million budget? The brochure explained it thus: Present members continuing on the adjusted rate structure, and the signing of 100 new station members.

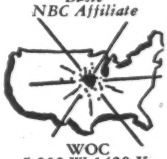


The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market

WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.

WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . . a market with money in its pockets . . . a market blanketed by WOC.

Basic NBC Affiliate



WOC
5,000 W 1420 Kc

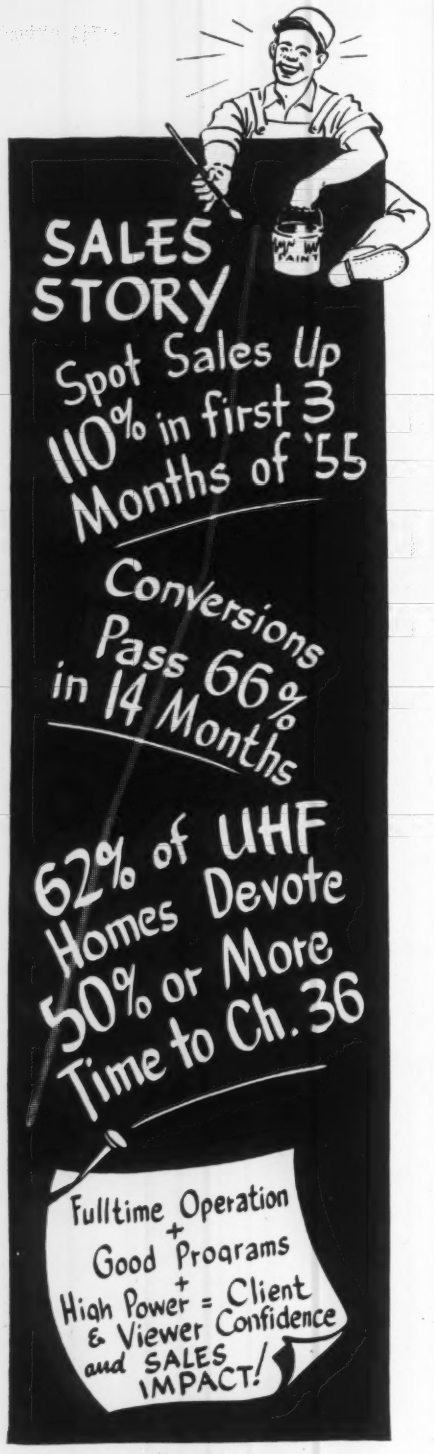
The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.

Select WOC for successful sales and campaigns.

Get the facts from your nearest F & P office . . . or from WOC direct.

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives


SALES STORY
Spot Sales Up 110% in first 3 Months of '55
Conversions Pass 66% in 14 Months
62% of UHF Homes Devote 50% or More Time to Ch. 36
Fulltime Operation + Good Programs + High Power = Client & Viewer Confidence and SALES IMPACT!

DEC JAN FEB MAR

NBC ABC DUMONT

WJHP-TV

Channel 36

JACKSONVILLE, FLORIDA

CONGRESSIONAL SENTIMENT GROWING FOR MORE RADIO-TV CURBS—PRIEST

House Interstate and Foreign Commerce Committee chairman tells convention that present Congress may not be as lenient with the industry as it was when the Communications Act was first written. 'Prove by your deeds,' he advises broadcasters, that the law 'should be left intact.'

A WARNING that sentiment for "more regulation of the broadcasting industry" is on the rise in Congress was delivered to the NARTB convention last Tuesday by Rep. J. Percy Priest (D-Tenn.), chairman of the House Interstate and Foreign Commerce Committee.

Speaking "as one member of a family would speak to other members," he told the broadcasters that constituents' pressures upon their legislators are such that "if Congress were confronted today anew with the problem of writing a broadcast law designed to safeguard the public interest, it is questionable whether you, the broadcasters, would be successful in persuading the Congress to give you the same degree of freedom that Congress gave you in 1927 and again in 1934 [Communications Act]."

Rep. Priest admonished broadcasters that "those of you who believe in free broadcasting will have to prove by your deeds" that the principles of freedom written into the broadcast law in the industry's infancy "should be left intact" today.

Mr. Priest cautioned that "the dead hand of government regulation can well become the most important impediment to progress and initiative. It is in the nature of regulation that it is negative. Regulation can never be a substitute for the initiative that must be exercised by broadcasters if broadcasting is to remain a vigorous and dynamic medium of communications." He continued:

"It is my sincere hope that the broadcasters to whom our people have given an important trust will be conscientious and foresighted in the administration of this trust. If the feeling should grow stronger among members of Congress that the broadcasters are abdicating more and more of their responsibilities to networks—and I have no quarrel with networks whatsoever—or to advertising agencies or advertisers (and I have no quarrel with advertising agencies or advertisers, either), then the demand will grow for a modification or repeal of the charter of freedom which was granted to broadcasters.

". . . It is my sincere hope that the American people and their elected representatives will have sound reasons for insisting that broadcasting be left free. I pledge you my full cooperation toward that end."

He quoted from letters and inquiries received by his committee which he said "reflect a strong undercurrent of feeling that something may be amiss with our broadcast law." A question which bobs up repeatedly from congressmen, he said is "Why doesn't the Commission do something about this or that—the Commission is supposed to regulate broadcasting, isn't it?"

"These members," Mr. Priest said, "usually are greatly surprised when I point out to them that the broadcast provisions of the Federal Communications Act provide for free broadcasting substantially unfettered by government regulation."

This answer satisfies some congressmen, he said, but others sometimes "feel strongly enough to introduce a bill to grant new powers to the Commission." Among pending bills he cited the one introduced by Rep. Carl Hinshaw (D-Calif.) to empower FCC to regulate the fees that may be charged by subscription broadcasters and one by Rep. John Heselton (R-Mass.) to give the Commission power to regulate the amount of radio and tv program time which may be devoted to advertising.

Public complaints listed by Mr. Priest included protests against closed-circuit telecasting of boxing bouts to theatres and theatres charging "three to five times" their regular prices for admission, some letter writer feeling that subscription tv would be more desirable; misleading advertising; triple and quadruple spotting of commercials; programs of violence during children's watching hours, and networks' "bumping" of programs out of their accustomed time spots and, sometimes, off a network entirely.

Congressmen want to know, Mr. Priest said, whether a network should "have the power to say what manufacturer may sponsor what program at what time"—whether a network might not in this way "try to help out a competing manufacturer by eliminating the successful advertising of the first manufacturer."

Another problem, he indicated, lies in the question of how many networks may survive. He quoted FCC Chairman George C. McConnaughey as saying he thought a third network will have an excellent chance.

Congress needs "the expert advice of the Commission if the Congress is to take a good hard second look before legislating with regard to broadcast problems," Rep. Priest said.

Accordingly, he said, "I believe you, the broadcasters, in your own enlightened self-interest will want to insist that the Commission should be strong and forthright so that it will be able to provide the Congress with honest and informed expert advice on how the public interest may best be protected, be it in the field of networks, uhf, clear channels, color television, or other important aspects of broadcasting."

Radio 'Clean' But Modest, Vadeboncoeur Tells Group

RADIO's code record is the "cleanest and most conscientious" of any advertising medium in the country but it has failed to inform the public of the high standards it practices, E. R. Vadeboncoeur, president of WSYR Syracuse, N. Y., asserted last Wednesday before a Radio Day meeting of convention delegates.

He declared the 18-year-old NARTB Radio Standards of Practice is a "spirit without a body" and urged that broadcasters give it a "body visible to the American people." There are millions of people who do not realize radio has a code, he charged.

Mr. Vadeboncoeur suggested that the Radio Standards of Practice be given a "symbol in sound to be heard from thousands of fine radio stations every day. . . . Whether this symbol be ten seconds, or five seconds, or even two seconds, let the words be spoken by the most magnificent voice and dictions we can find in all the world." This would serve as a reminder to those who may forget that radio "dwells on the highest plane of integrity of any medium of mass communications on earth," he concluded.

DISCUSSING the new DuMont Vitascan equipment at the DuMont exhibit are (l to r): Lewis Radford Jr., DuMont representative; Irving Rosenberg, DuMont vice president; Dr. Allen B. DuMont, and Robert Kessler, manager, DuMont Communication Products Div.

TV SUPREME SALESMAN IN STUDIES SHOWN AT FIRST TVB CONVENTION

TvB President Treyz presents filmed study showing tv influenced 54% of supermarket dollars in five-city survey; second survey shows national market potential for sudsless detergents, outlining tv spot campaign at $1.37 per thousand.

NEW STUDIES to demonstrate the supremacy of television among advertising media were unveiled by Television Bureau of Advertising (TvB) last Thursday as the young tv sales organization held its first convention as part of the NARTB convention.

In a film presented by TvB President Oliver Treyz, a special "after-purchase" survey was shown to have found that tv was credited by shoppers in supermarkets in five cities with having influenced the purchase of 54% of the dollars they had just spent—six times as much as radio, five times newspapers, two times national magazines.

Another study reported in the same film showed the size of the national market potential for sudsless detergents—and put the cost of reaching this market via a spot campaign on TvB member stations at $1.37 per thousand homes.

Television, Mr. Treyz said, is the greatest "catalyst" to bring buyer and product together and produce "the greatest of all economic miracles—the sale."

Another highlight of the meeting was the appearance of Tom Christensen, advertising director of Philip Morris, who told the tv station operators that "we've been with television for a long time and we expect to be with it for a long time to come."

Referring to PM's decision to drop *I Love Lucy*—about which the print media have made much—Mr. Christensen said that his company, like a fast-ball pitcher who occasionally throws a change-of-pace, is merely "changing-up." Situations have changed, he said, and the Philip Morris company feels it must use all media in the most effective way in light of those changes.

Philip Morris will use network as well as spot television, he said, but pointed out that a corporate "franchise in spot tv seems to offer the flexibility we need right now." He tipped his hat to TvB for helping show the company how such a spot franchise could be established, and quickly.

His company shares confidence in television and wants to participate in it "for our mutual benefit," he told the broadcasters.

Richard A. Moore of KTTV (TV) Los Angeles, who with Clair R. McCollough of the Steinman Stations is co-chairman of the board of TvB, presided over the session and stressed the need for an organization such as TvB to sell advertisers on putting more money into television.

He pointed out that the total annual advertising expenditure in the U.S. has grown from $3-plus billion in 1946 to an estimated $9 billion for 1955, but that only $1 billion of the gain has gone to television. If TvB can boost total tv revenues by 10% in the next 12 months—"and we think it can," he said—the increase would amount to $100 million.

Both Mr. Moore and TvB Station Relations Director Norman E. (Pete) Cash urged nonmember stations to join the organization promptly. Mr. Cash pointed out that membership, which stood at 133 as of May 16, had reached a total of 143 by the time the convention meeting opened.

The first year's budget of $400,000 has now been attained, Mr. Cash said (pointing out that the newspapers' Bureau of Advertising operates under a $1.7 million budget). From here on, it was pointed out, TvB's value to the television industry will "grow in geometric proportion to its financial growth. . . . Each new dollar will go directly to the financing of a new selling project and/or the hiring of new salesmen."

President Treyz noted that TvB's "selling

STARTING
JULY 4
ON KWTV

"MILLION DOLLAR MOVIES"

GENERAL TELERADIO SERIES
10 P. M.
MON. THRU FRI.

FIRST TIME IN OKLAHOMA

ONE MINUTES AVAILABLE

ACT NOW
PARTICIPATIONS LIMITED
CALL AVERY-KNODEL

ASK FOR BROCHURE!

CHANNEL 9
KWTV
OKLAHOMA CITY
CBS

phase" already has been expanded and that the "promotional phase" will be launched July 1, with the first mailing of sales aids to member stations on June 15.

The film, which will be used in selling advertisers on the values of television, traced the rapid growth of tv and its hold upon the public. The average set works 40 hours a week, Mr. Treyz said, calling it the most effective and first true "selling machine" available to advertisers.

While newspaper milline rates have gone up around 34% and rates for black-and-white pages in national magazines have increased by more than 30%, he noted, television's cost per thousand homes delivered has gone down by more than 37% in recent years.

The "after-purchase" survey results shown in the film were taken from a study conducted by the Institute of Mass Motivation under the direction of Dr. Ernest Dichter, widely known psychologist. In stores in five cities—Syracuse, Tarrytown and Peekskill, N. Y., Fresno and a suburb of Los Angeles—shoppers were asked, after completing their purchases, to put the items into separate bins according to whether they thought it was tv, radio, magazines or newspapers that led them to buy each one.

563 shoppers were thus surveyed. Count of the bins showed radio was given credit for leading to the purchase of 386 packages representing an expenditure of $116.42; newspapers, 540 packages ($160.10 worth); magazines, 1,157 packages worth $393.97, and television, 1,772 packages worth $788.55. Tv, in terms of dollars, was more than the three other media combined.

A further breakdown was made in the Peekskill and Syracuse studies. The following table shows what portion of each $100 expenditure was attributed to each of the media:

	OUT OF $100 EXPENDITURE			
Product Category	Magazines	Radio	Newspapers	Television
Soaps and cleansers	19	10	7	64
Canned fruits and vegetables	43	4	18	35
Condiments	48	8	9	35
Dairy products	20	18	13	49

In addition to leading in three of these five categories, televison was on top in nine of the next ten categories studied, the report showed. In the cigarette field it was credited with bringing in $77 of every $100 spent.

The other study, dealing with the automatic washing machine field, was made by A. C. Nielsen Co. It showed 1.9 million families do their laundering by hand; 4.4 million use commercial laundries; 2.2 million use "outside" laundromats, and 0.9 million use the machine supplied by their landlords. Altogether, it was found, one-third of the homes (or 15.1 million) have automatic washing machines.

MR. & MRS. C. Bruce McConnell, WISH-TV Indianapolis, were caught for a moment in the hall as they were making their way to convention exhibits.

Of these, more housewives (45%) are in the 16-34 age group than in any other—a significant factor to tv, it was pointed out, since it was found that young people watch television more, while time spent with print media increases in the higher age brackets—and 41% have three to four members in the family while 39% have five or more.

Taking the TvB membership list of 126 stations at the time of the survey, Mr. Treyz computed that a schedule of two announcements per station per day, Monday through Friday, would deliver 14 million different homes in a week at $57,600, or $1.37 per thousand.

CCBS Re-affirms Stand On Daytime Skywave Issue

POSITION of Clear Channel Broadcasting Service on FCC's daytime skywave proposal and other policy matters was re-affirmed Monday at the CCBS annual meeting held in conjunction with the NARTB convention. Some 35 representatives from U. S. clear channel outlets heard Director Hollis M. Seavey report on allocation negotiations with Mexico, expected to resume in Washington this July.

With President Harold Hough of WBAP Fort Worth presiding in the absence of Board Chairman Edwin W. Craig of WSM Nashville, the CCBS group learned that the daytime broadcasters have amended their petition before FCC (which seeks uniform sign on and off times) so as to exclude those Class II stations operating on clear channels. CCBS indicated it would not oppose efforts of the Class IV stations to increase power to 1 kw.

Mr. Seavey related efforts of the organization during the past year in the FCC daytime skywave case to point up weaknesses of the Commission proposal. Although CCBS agrees with FCC's intent to give added protection to Class 1-A stations from daytime skywave interference caused at sunrise and sunset by secondary stations, it is opposed to FCC's plan of transitional operation for the secondary stations. CCBS claims the clear channel stations won't get the protection intended, but rather will suffer greater interference at the critical hours.

Public Service Exhibit Held at Shoreham Wednesday

PUBLIC SERVICE advertising was the theme of the Special Projects Exhibit in the Shoreham Hotel's Exhibit Hall, Washington, where a government reception was held Wednesday evening. The project was sponsored jointly by NARTB and the Advertising Council.

The exhibit highlighted the work and problems of government agencies and non-profit welfare organizations, especially in their use of radio and tv to inform the public and enlist its support.

Pointing out that Americans prefer to solve their problems voluntarily, NARTB President Harold E. Fellows said the exhibit's theme, "The highest distinction is service to others," stresses the role of radio and tv and advertising agencies in fulfilling this responsibility.

A preview of the Special Projects Exhibit was held Monday evening.

The following organizations and government agencies were represented in the special projects exhibits:

American Cancer Society Inc.; American Diabetes Association Inc.; American Education Week; Amercian Hearing Society; American Heart Association; The American National Red Cross; Arthritis & Rheumatism Foundation; Big Brothers of America Inc.; Boys' Clubs of America; Boy Scouts of America; Camp Fire Girls Inc.; CARE.

Committee on Careers in Nursing; Common Council for American Unity; Crusade for Freedom; Engineering Manpower Commission; Federal Civil Defense Administration; 4-H Clubs; Girl Scouts of the U.S.A.; The Ground Observer Corps.; The National Association for Mental Health; The National Citizens Commission for Public Schools; The National Citizens Committee for Educational Television.

National Conference of Christians & Jews; National Fire Protection Association; National Foundation for Infantile Paralysis; National Guard Bureau; National Safety Council; The National Society for Crippled Children and Adults, Inc.; National Society for the Prevention of Blindness; National Tuberculosis Association; President's Committee on Employment of the Physically Handicapped; Religion in American Life.

United Cerebral Palsy; United Community Campaigns; United Negro College Fund; United Service Organizations; U. S. Coast Guard; U. S. Committee for United Nations Day; U. S. Department of Defense (Army, Navy & Air Force); U. S. Forest Service; U. S. Information Agency; U. S. Marine Corps; U. S. Treasury Department.

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WALKER
REPRESENTATION CO., INC.
will become national representative for
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Arthur Mundorff, owner-manager

MAGNUSON HEARINGS TO BEGIN BY AUGUST

Senate Commerce Committee chairman says hearings will open at the end of this session of Congress. But radio-tv will not be a 'whipping boy,' he tells NARTB luncheon.

RADIO and television will be "studied" by the Senate Interstate & Foreign Commerce Committee after Congress takes a recess this summer but the industry will not be a "whipping boy," Chairman Warren G. Magnuson (D-Wash.), told the NARTB Thursday luncheon in Washington.

Hearings, expected to begin soon after the first session of the 84th Congress ends sometime between mid-July and mid-August, will open with the FCC as the first witness.

A last-minute addition to the final day program, Chairman Magnuson summed up the committee's purpose this way, "Out of it I want to see the industry develop further, the listener to get still better programs more conveniently."

Chairman Magnuson said the committee "will not set out to prove anybody bad, or too virtuous." Rather, he said, "I hope that as a result of what we do, this industry can grow in the public interest under the tent of free enterprise and not public control."

Flatly stating his position on American broadcasting, he said, "All of us believe in the free enterprise system, in the system of competition and the freedom of economic opportunity. I also believe that in the hands of your government rests an obligation to maintain that balance so that the individual loses none of his rights in either case."

Items to Be Studied

The committee will look at the state of competition in the industry, he said, and will point out any artificial roadblocks if the study should uncover them. "Of course, we're interested, too, in the availability of programming, in the affiliation practices of the networks, and only yesterday the FCC asked the [Senate Appropriations] committee for more funds to conduct its own study," he said, adding, "I hope there will be such a study" (see story page 97). He said the network phase will go into relationships of networks with their affiliates and the position of individual licensees.

Chairman Magnuson said the uhf question concerns the committee deeply, stating "most of the sets in the homes of the nation today cannot receive uhf." He recalled a meeting with set manufacturers and an agreement that the excise tax should be lifted on receivers [B•T, May 2]. He said he had urged Sen. Harry Byrd (D-Va.), chairman of the Senate Finance Committee, to take early action on legislation to repeal the excise tax on tv sets, feeling this will overcome one of the obstacles to uhf development.

Delay in getting the committee study underway, he said, is due to the need of deciding who to call, what questions to ask and "what answers should be had so that conclusions can be drawn and if legislation should be needed." He added this should be done "in a sane, sensible and fair way—we don't want to go off on any tangents."

The committee will reappraise the FCC's allocation plan, he said, calling in the best engineering talent available. "This is part of our program that is now underway," he said. "Undoubtedly, out of this engineering study will come more of the foundation for the hearings to be held later."

The original text of Chairman Magnuson's remarks had used the term "investigation" repeatedly but this was changed to "study." He said many of the industry's complex problems can be traced to its tremendous growth in a short time. "We shall try to serve the industry for in the long run we shall try to serve the public interest first."

Industry Is Trustee Of Freedom—Dr. Peale

AMERICAN broadcasters, whose convention "has more potential power than any group in the United States, including Capitol Hill," are serving as "trustees of free civilization," Rev. Dr. Norman Vincent Peale, pastor of Marble Collegiate Church, New York, told the NARTB meeting Thursday.

"The people have the right to listen and see every political convention, acts of Congress—any public proceeding with which the people are concerned," Dr. Peale said. "If it's the truth, the people will know it. If it's a lie, they will know it." He warned broadcasters of the danger of "highly organized groups" because they can also become "highly disorganized," and suggested "studio tension" was a problem deserving industry attention.

Radio and tv were credited by Dr. Peale with "the great religious revival that is sweeping the United States." Churches are crowded, having two or more services a Sunday, he said, adding, "This is due in a very large degree to the fact you allow us to go into homes with the gospel. I hail you as fellow evangelists in the name of God."

Broadcaster, telecaster and periodical writer, Dr. Peale recalled the early history of the nation and the influence of books such as the Bible, McGuffey's Reader and the Alger books. "If the American people are to have ideals, they must get them out of the television set," he said. His favorite program, he said, is *Roy Rogers*, which he watches before his Sunday evening sermon. He pointed out that "the crook always comes to a bad end."

As to the American system of broadcasting, he said, "There's nothing wrong with profit, or free enterprise." He paid tribute to FCC Chairman George C. McConnaughey.

NATRFD Information Unit Set For Farm Broadcasting Jobs

AN INFORMATION and job-clearing bureau has been established by the National Assn. of Television & Radio Farm Directors, Donald A. Tuttle, farm director, WGY Schenectady, N. Y., and chairman of the newly-created NATRFD Professional Guidance Committee, has announced.

The main duty of the committee is to provide a central meeting ground for farm broadcasters seeking new jobs and for stations looking for such personnel. Another phase of the committee's work deals with disseminating information about the work of the NATRFD and the field of farm broadcasting in general.

Mr. Tuttle also plans, where requested to do so, to arrange for farm broadcasters to address classes in veterinary schools around the country and to provide speakers for schools which offer radio courses and where questions on farm broadcasting might be under discussion.

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that brings you
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HIGGINS AGAIN CAPTURES B•T TROPHY

Fashions gross 73 in downpour at Goose Creek Country Club for his fourth silver cup in eight years. Vice President Richard Nixon presents B•T trophies to winners.

WHEN Vice President Richard E. Nixon awarded Joe Higgins, WTHI Terre Haute, Ind., the B•T silver trophy for low gross honors in the annual NARTB-B•T golf tournament, held May 22 at Goose Creek Country Club, Va., he expressed the sentiments of 94 radio-tv golfers by saying: "Mr. Higgins should join the touring pros if he can continue to shoot par golf under such adverse weather conditions."

The 73 gross score Mr. Higgins carded during a day of torrential rain, earned him his fourth silver B•T trophy, emblematic of the radio-tv golfing championship. He was first in 1948, 1950 and 1954.

Utilizing a maximum 30 handicap in the blind bogey tournament, Marshall Pengra, KLTV (TV) Tyler, Tex., won low net honors with a 59. He, too, was awarded a silver B•T cup by Vice President Nixon.

Second low gross honors went to Eddie Gallaher, WTOP Washington, with a 77. James Firmin, WMOK Metropolis, Ill., Wally Cochran, RCA Thesaurus, Atlanta, Ga., and Les Rawlins, KDKA Pittsburgh, Pa., shot 78's to tie for third low gross.

Low net second place went to Ernest (Dutch) Lackey, WHOP Hopkinsville, Ky., who scored a 60. Third low net honors were divided between Merrill Lindsay, WSOY Decatur, Ill., and Howard Schellenberg of O'Laughin & Schellenberg, Washington attorneys. The scores:

	Gross	Handicap	Net
E. W. Allen, FCC, Washington	113	27	86
Sherman Adler, NBC New York	9 holes, no score		
Gene Archer, NBC Washington	87	18	69
R. M. Allerton, NARTB Washington	105	30	75
Dick Bates, WGAN-TV Portland, Me.	91	12	79
Robert Burrow, WDAN Danville, Ill.	81	12	69
T. K. Barton, KARK Little Rock	82	12	70
Paul Brandt, WCEN Mt. Pleasant, Mich.	89	15	74
Orville Burda, WDIX Dickenson, S. D.	109	30	79
George Bolling, Bolling Co., New York	82	12	70
Walter Brown, WSPA Spartanburg	90	21	69
Sterling Beeson, Headley-Reed, New York	100	30	70
Hugh Boice, WEMP Milwaukee	92	18	74
Harry Burke, KFAB Omaha	100	30	70
Hart Cowperthwaite, FCC, Washington	89	15	74
Charles Caley, WMBD Peoria	91	15	76
Wally Cochran, RCA Thesaurus, Atlanta	78	9	69
Grover Cobb, KVGB Great Bend	89	12	77
George Dorsey, WRC Washington	83	9	74
John C. Doerfer, FCC, Washington	86	6	80
Ernie Dallier, KTVH (TV) Wichita	92	18	74
Nat Donato, ABC Film, New York	90	18	72
Russ Eagan, Kirkland, Fleming, Green, Martin & Ellis, Washington	79	9	70
Max Everett, Everett-McKinney, New York	89	15	74
F. E. ("Fitz") Fitzsimmonds, KFYR Bismarck	102	30	72
Millard French, FCC, Washington	144	30	114
Frank Fletcher, Spearman-Roberson, Washington	106	30	76
Horace Fitzpatrick, WSLS Roanoke	100	24	76
Dick Fairbanks, WIBC Indianapolis	103	30	73
Jim Firman, WMOK Metropolis, Ill.	78	0	78
Charles Goudy, FCC, Washington	85	12	73
Joe Goodfellow, WRC Washington	83	9	74
Eddie Gallaher, WTOP Washington	77	0	77
Fred Houwink, WMAL Washington	85	10	75
John Henzel, WHDL Olean, N. Y.	9 holes	44	
Joe Higgins, WTHI Terre Haute	73	0	73
Paul Hancock, NBC New York	92	18	74
Andy Jarema, WKOP Binghamton	84	6	78
Gene Kelly, KCRA Sacramento	9 holes	44	
Ed Klym, WJAC Johnstown, Pa.	9 holes	59	
Ernest Lackey, WHOP Hopkinsville, Ky.	84	24	60
Robert E. Lee, FCC, Washington	129	30	99
Maury Long, B•T, Washington	80	9	71
Bob Lambe, WTAR Norfolk	95	18	77
Chuck Lanphier, WTVW (TV) Milwaukee	97	30	67
Merrill Lindsay, WSOY Decatur, Ill.	83	21	62
Fred Methot, INS, New York	109	30	79
Paul Monroe (unaffiliated)	91	27	64
Watters Milbourne, WCAO Baltimore	100	30	70
Fred Miller, FCC, Washington	99	30	69
Alden Murphy, WRC Washington	81	15	66
Shawn Murphy, WTVP (TV) Decatur, Ill.	88	15	73
Bill Maillefert, Edward Petry Co., New York	94	18	76
Jack Nedell, WGBI Scranton	85	3	82
Marty Nierman, Edward Petry Co., New York	9 holes	49	
Len Nasman, (unaffiliated)	98	21	77
Al Powley, WMAL Washington	86	15	71
Jerry Padberg, FCC, Washington	107	30	77
Frank Pellegrin, H-R, New York	81	6	75
Marshall Pengra, KLTV (TV) Tyler, Tex.	89	30	59
Bob Rosencrans, Box Office Television, New York	80	9	71
Les Rawlins, KDKA Pittsburgh	78	9	69
Bob Rawson, KDKA Pittsburgh	82	12	70
Paul Raibourn, Paramount Television Productions, New York	94	18	76
Paul Raymer, Paul Raymer Co., New York	109	30	79
Frank Roberson, Spearman & Roberson, Washington	98	30	68
Andy Ring, A. D. Ring & Associates, Washington	100	30	70
Jim Richdale, KOTV (TV) Tulsa	86	9	77
Mort Robbins, WJAC Johnstown, Pa.	9 holes	58	
Bud Rogers, WSAZ-AM-TV Huntington	9 holes	50	
Al Schrott, WJAC Johnstown, Pa.	no score reported		
Lou Smith, Edward Petry Co., Chicago	80	6	74
Earl Stanley, Dow, Lohnes & Albertson, Washington	113	30	83
Dick Swift, Bolling Co., New York	94	24	70

RICHARD G. BLAINE, Raymond Spector Co., New York, with a natural eye for the camera, listens to the activity that is being watched by F. Sibley Moore (l) and Worth Kramer, both WJR Detroit.

DAVID BALTIMORE, WBRE Wilkes-Barre, Pa., tries to get a call through the harassed hotel switchboard as C. B. (Brownie) Akers, KVOO-TV Tulsa, gives him a friendly nudge for want of a word with the long distance operator.

	Gross	Hand-icap	Net
Howard Schellenberg, Washington	86	24	62
Andy Speeris, WEMP Milwaukee	111	27	84
Jones Scovern, Free & Peters, New York	90	27	63
Needham Smith, WTRF-TV Wheeling, West Va.	90	9	81
George Stevens	9 holes	61	
Joe Sierer	9 holes	54	
Bill Townsley, KVGB Great Bend	119	30	89
Harry Trenner, Station Film Library, New York	96	18	78
Fred Watkins, KWKH Shreveport, La.	79	9	70
Russ Woodward, Free & Peters, New York	90	18	72
George Whitney, KFMB-TV San Diego	108	30	78
Jack White, Pepsi Cola, New York	9 holes, no score		
Bill Young, Unity Television, New York	107	30	77

FM MEET ALMOST PASSES TOLL ISSUE

PAY-TV almost won approval in principle at Monday's fm session of the NARTB convention. So did pay-fm and pay-radio. But the resolution which would have given endorsement to the controversial concept—and which almost passed unnoticed in the closing minutes of the meeting—finally was referred to the incoming Fm Committee for study.

Introduced by Ben Strouse, manager of WWDC-FM Washington and chairman of NARTB's Fm Committee, who presided at the panel session, the resolution would have given consent to the proposition that "it is correct as a matter of law, principle and public interest for a broadcast licensee to make a direct charge to a listener for a service rendered by the broadcaster over his licensed frequency."

The resolution's preamble noted FCC has allowed fm stations to charge for subsidiary communication services and found such operation to be "in the public interest."

Three resolutions did win the approval of the fm session. These were:

1. "The fm broadcasters . . . request NARTB to affirm to FCC the continuing faith of the fm broadcasters in the future of fm and the necessity of retaining all the present fm band for fm broadcast and secondary purposes."

2. "The fm broadcasters request FCC to modify its proposed Order Docket No. 10832 relating to required multiplexing so as to permit a licensee to demonstrate through a hearing the public interest of his operation before being forced to multiplex" (his background music service).

3. "The fm broadcasters request NARTB . . . to indicate to Sen. Russell B. Long [Select Committee on Small Business] the justification for the expanding of his uhf tax credit bill so as to include an appropriate tax credit on radio revenues including facilities for fm reception."

The fm session, called to consider "The Potential and Practicality of Multiplexing," featured a panel including A. Prose Walker, manager of NARTB Engineering Dept., who reviewed the "very critical" problem of fm's occupancy of its present frequency band; William S. Halstead, president of Multiplex Engineering Corp., who foresees multiplexing opening new economic horizons for fm; Dwight Harkins, KTYL-FM Mesa, Ariz., who predicted double today's fm stations on the air a year from now because of multiplexing, and Edward A. Wheeler, WEAW-FM Evanston, Ill., who cautioned fm operators not to forget their primary function of being broadcasters.

Other panel participants included Edward Davis, KDFC (FM) San Francisco, who was skeptical about whether conversion to multiplex background music service will be economically feasible for many stations; John H. Bose, Electronic Research Labs, Columbia U., who felt multiplexing is a "practical tool" but ingenuity will be required to use it; Raymond S. Green, WFLN (FM) Philadelphia, who said fm should be kept in the broadcasting business; Donald K. de Neuf, Rural Radio Network; Lloyd Jacquet, WGHF (FM) New York, and Mr. Strouse.

It Almost Passed

HERE'S the text of the controversial resolution that almost passed without notice in the closing minutes of the Monday session on fm at the NARTB convention:

Whereas, fm licensees over the past several years have rendered a variety of services to the public in some of which a direct charge was made to specialized listeners for the service rendered, and

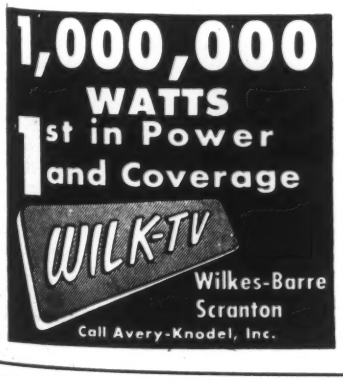
Whereas, the revenue received by many fm licensees from such subsidiary communications services has made it economically possible for them to continue their fm operations, and

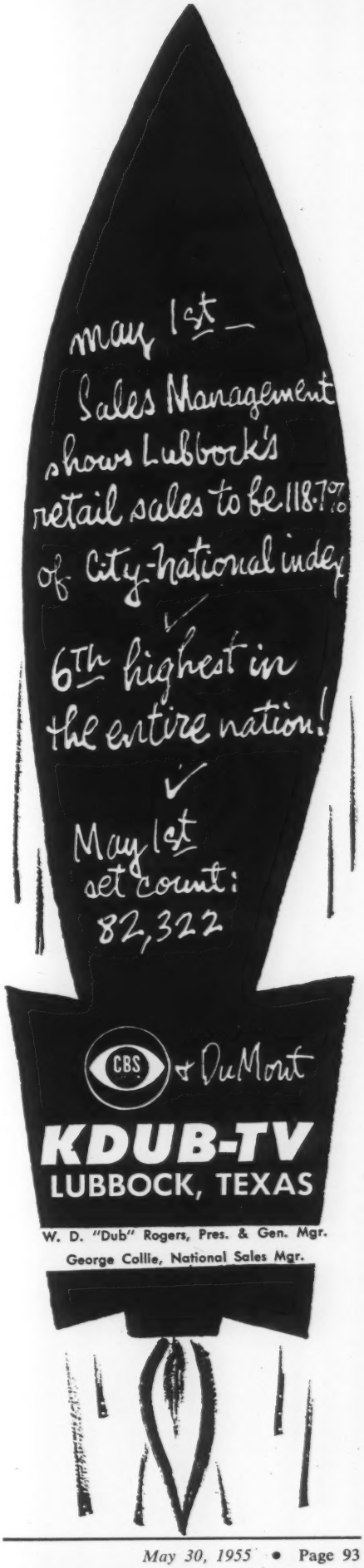
Whereas, the FCC has found that the use of broadcast frequencies to render services for which a direct charge is made to the listener-user is in the public interest,

Now, Therefore, Be It Resolved That: It is correct as a matter of law, principle and public interest for a broadcast licensee to make a direct charge to a listener for a service rendered by the broadcaster over his licensed frequency.

CBA Incorporates; Lackey Elected Head

INCORPORATION of Community Broadcasters Assn., with F. Ernest Lackey of WHOP Hopkinsville, Ky., as president, was announced Monday at a luncheon meeting during the NARTB convention. CBA was organized last year to seek FCC consent to a horizontal





power boost to 1 kw for all 250 w Class IV stations. A 100 w Class IV outlet would be allowed to increase to 400 w under the plan.

Robert Mason, WMRN Marion, Ohio, was elected vice president of CBA while John R. Henzel, WHDL Olean, N. Y., was named secretary-treasurer. Membership, open to all Class IV stations, now totals 187, the group was told.

Ex-FCC Comr. T. A. M. Craven, retained as engineering consultant by CBA, strongly emphasized that the great majority of Class IV outlets must support the horizontal power boost proposal if the plan is to win consideration by the Commission. He said the four-fold power boost by all Class IV outlets—to be permissive, not mandatory—would not alter present co-channel interference, but would double the signal strength within the interference-free areas. No change in adjacent channel interference would occur, he said, if FCC's adjacent channel ratios are modified to reflect existing receiver selectivity.

Problem of financing a nationwide engineering study of each of some 900 Class IV stations was discussed. Reports, to back CBA's petition to FCC, also would be given member stations for their own use. Conflict of power limitations set forth in the 1950 North American Regional Broadcasting Agreement was raised and the group was told Mexico wants to boost its Class IVs to 1 kw, Cuba already has done so in certain cases and Canada appears interested. Individual station cost to boost power to 1 kw would range from $1,000-2,000, CBA was told, if existing transmitters can be modified.

CBA directors announced at the meeting, besides Messrs. Lackey, Mason and Henzel, included: Harold H. Meyer, WPOR Portland, Me.; Frank R. Smith, WBVP Beaver Falls, Pa.; Earl M. Key, WKEY Covington, Va.; John W. Jacobs, WDUN Gainesville, Ga.; W. N. McKinney, KELD El Dorado, Ark.; Merrill Lindsay, WSOY Decatur, Ill.; Ben B. Sanders, KICD Spencer, Iowa; John Alexander, KODY North Platte, Neb.; David Morris, KNUZ Houston, Tex.; Ken Nybo, KBMY Billings, Mont,; Lee Little, KTUC Tucson, Ariz., and Lee Bishop, KORE Eugene, Ore.

Anti-Radio-Tv Efforts Focus Industry Failure

LEGISLATIVE efforts to shackle broadcasters with restrictions and limited access to public proceedings should direct attention to the industry's failure to let public officials know the good work stations and networks are doing, NARTB President Harold E. Fellows said Wednesday in his annual address to the association.

He said NARTB does not oppose pay-to-see tv as such (see separate story page 85).

He suggested broadcasters may have "failed in the process of taking issues to the public when we know our cause is right; failed in gaining fully the confidence of elected officials, even though we have been instruments in their election."

Mr. Fellows asserted that broadcasters, as custodians of powerful facilities, can not afford to be complacent or indulge in endless compromise. He dramatized the Washington situation this way: "If you spend much time here in Washington, your viewpoint changes; broadcasting is like a bomb with a short fuse. And you never saw so many people with matches."

As to current economics, Mr. Fellows said that in the face of a 25% decline in national network time sales from 1952-54, individual radio station members of NARTB have been doing well, with 1,012 of 1,220 am members having increased sales or holding their own during 1954. He said radio's "return to stability as the basic low-cost advertising medium in the United States can be traced to two developments—improvement of management and improvement in selling techniques. The order takers have been weeded out of the ranks."

Mr. Fellows gave much of the credit to the work of Radio Advertising Bureau. He said alert stations are doing a more aggressive job locally, re-awakening the interest of new generations of listeners and re-emphasizing radio's solid value as an advertising medium. He called it "quite a revolution in radio" and noted that networks are not following station program patterns instead of the former opposite custom.

He called for authentic rate practices, saying, "The good broadcaster has learned that he sets rates based upon the value of his facility; his rates are not established by some fellow down the street."

Uhf problems are "vexations," he said, discussing tv's growth, and have not been solved. He recalled suggestions that only two solutions can be found—more and better program sources and more receivers.

The board has been working on a tv circulation measurement plan for two years, Mr. Fellows said, and now is in the field with a series of pilot studies. He voiced hope the problem could be solved before the next industry convention.

William C. Grove, KFBC-TV Cheyenne, Wyo., was elected temporary chairman of the group with C. N. Layne, KID-TV Idaho Falls, Idaho as temporary treasurer.

Uhf Committee to Give Relief Ideas to FCC

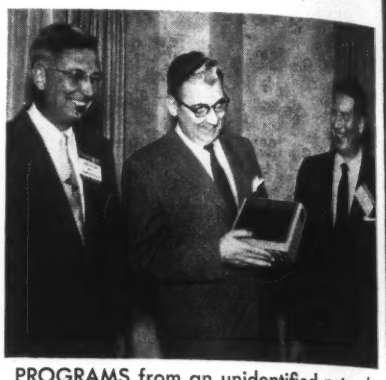
UHF INDUSTRY Coordinating Committee, meeting several times last week during the NARTB convention, resolved to confer with FCC commissioners "at an early date" to present informally its ideas on how to give relief to uhf and "make possible a greater number of equally competitive television facilities." Contact with industry suppliers and services also is planned.

The group "reaffirmed its position that subscription television should be fully considered by FCC in order to determine its capacity to provide additional program service for the public and revenue for all stations in a practical manner and consistent with the best interest of the public and broadcasters."

However, the committee "does not endorse or oppose subscription television," the report on its closed sessions stated.

Topics on the committee agenda included methods of relieving uhf broadcasters of the heavy financial burden of meeting equipment obligations; uhf-vhf de-intermixture; reduction of vhf power, antenna and mileage separations and use of directional antennas; confinement of stations to their own markets; reduction of cable and microwave relay costs by making available competitive common carrier service to AT&T or private systems; receiving set performance standardization and elimination of cost differentials for all-band sets, and ways to get network shows for uhf outlets.

Committee Chairman Harold H. Thoms, president of ch. 62 WISE-TV Asheville, N. C., and Vice Chairman Fred Weber, president of the suspended ch. 46 WFPG-TV Atlantic City, noted that congressional and FCC action within the past year to help uhf has given some measure of hope to "many, if not most, uhf broadcasters who otherwise may have been disposed to terminate their operations.



PROGRAMS from an unidentified network are picked up by Arthur Hull Hayes, president of CBS Radio, for the benefit of John Rivers (l), WCSC Charleston, S. C., and Jay Wright, KSL Salt Lake City.

Broadcasters Told to Keep Vigil on FLSA Amendments

STATE associations and individual broadcasters were urged last week by Charles H. Tower, manager of NARTB's Employer-Employe Relations Dept., to keep a constant vigil on certain proposed amendments to the Fair Labor Standards Act, now before Congress that would work "hardships" on broadcasters.

Addressing a wage-hour panel breakfast, Mr. Tower told convention delegates that high on the amendments that needed watching was one that would raise the minimum wage to $1.25 an hour. He estimated this would adversely affect about one-third of the radio stations in the U. S.

Another proposal that broadcasters should watch, Mr. Tower advised, was the amendment to set a flat statutory salary minimum of $6,000 a year for employes in the exempt (supervisory) category. This compares with current scales of between $55 and $75 a week, he stated.

Mr. Tower, aided by his assistant Jim Hulbert, led the informal session and covered wage-hour problems of a general nature. Among them was the method of payment for such combination men as news director-salesman, chief engineer-announcer and announcer-salesman.

BMI Holds 6th Reunion Along With NARTB Meet

OFFICERS, directors and founders of Broadcast Music Inc., established 15 years ago to introduce competition in the music copyright field, held their 6th annual reunion in Washington last Monday night in conjunction with the NARTB convention.

Goar Mestre, president of Circuito CMQ-AM-TV of Cuba and former president of the Inter-American Assn. of Broacasters, toasted Carl Haverlin, BMI president and its officers and directors for the contribution made to music, letters and culture by the organization.

President Haverlin in response paid high tribute to those responsible for the founding of BMI, including Sydney M. Kaye, chairman and general counsel, Paul W. Morency, president of WTIC Hartford, and Samuel R. Rosenbaum, former president of WFIL Philadelphia, and now trustee of Music Performance Trust Fund.

Approximately 200 attended the annual dinner at the Woodner. Guests included all present and former board members of BMI and NARTB and former NAB presidents.

CBS WANTS RADIO-TV ACT CHANGED TO PERMIT 'LINCOLN-DOUGLAS' DEBATES

Stanton tells tv affiliates that free time in prime hours could be allotted the principal 1956 presidential candidates. Drawback is current regulation of equal time to all comers.

IF CONGRESS would go along with an appropriate amendment to the political broadcast law, CBS and its tv affiliates would give free time—two or three hours in prime evening periods—to the two major party candidates in next year's presidential campaign, CBS President Frank Stanton said last week.

Under Sec. 315 of the Communications Act, if any licensee permits a "legally qualified candidate for any public office" to use broadcast facilities, he must in turn give an equal opportunity to all other such candidates for that office to use the facilities.

Dr. Stanton said that if this section were modified by Congress, CBS could then offer "perhaps two, perhaps three" hours of prime evening time to the presidential candidates of the two major political parties to take part in a series of "Lincoln-Douglas" debates. CBS, in addition, would invite leading candidates to take part in discussion programs, now virtually impossible because of Sec. 315. Dr. Stanton noted that there were 18 candidates for president in the 1952 campaign.

The proposed amendment to Sec. 315 would be additional language, reading:

"Appearance by a legally qualified candidate on any news, news interview, panel discussion, debate or similar type program where the format and production of the program and the participants therein are determined by the broadcasting station, or by the network in the case of a network program, shall not be deemed to be use of a broadcasting station within the meaning of this subsection."

Dr. Stanton's statement follows:

"We believe that television as a full-fledged member of the free press, with perhaps more impact and more excitement than any other part of the press, does have an enormous responsibility in providing information and enlightenment during election campaigns. More and more not only do politicians look first to television, but also the voters themselves are turning to television for the faces and facts upon which they can make the judgment which they finally record in the voting booth.

"We can all be proud of that fact, but we must also recognize the responsibilities that go with it. We feel that we should be able to do just what responsible newspapers do—be free to exercise our best judgment in deciding the content of our electronic news columns.

"In order to be free this way, Sec. 315 would have to be inapplicable to those of our public service programs which are primarily of the type which fall in the area of news and public discussion and which of course are within our own supervision, control and production. We do not ask for freedom to pick and choose in carrying ordinary campaign speeches of the candidate whether those campaign speeches are in the course of political rallies or moved into our studios. There we recognize that there is a good deal to be said for the applicability of Sec. 315 in requiring us to give free time to all if we give free time to any one candidate. And for such speeches, we do not propose to modify our existing policy of not granting free time once the campaign has begun."

Dr. Stanton's statement was taken from the speech he made to CBS-TV affiliates the preceding week, dealing with the proposed amendment to Sec. 315 and also detailing CBS' opposition to subscription television and its position on the pending governmental investigation of networks [B•T, May 23].

He told the affiliates in that speech that CBS had refrained previously from making affirmative proposals to the Senate subcommittee regarding Sec. 315 because "we decided that it was better to discuss our thoughts on this subject with you first, rather than with the Senate subcommittee." CBS' release of his statement and the proposed amendment last week was taken as an indication that the affiliates in general had approved.

MAGNUSON ENDORSES STANTON PROPOSAL

SUGGESTION by CBS President Frank Stanton that existing regulations governing political campaigns on tv and radio networks should be revised—has drawn the support of Sen. Warren G. Magnuson, chairman of the Senate Interstate & Foreign Commerce Committee. On last Tuesday's CBS-TV Morning Show, *the Washington State Democrat had this to say to newsman Charles Collingwood:*

COLLINGWOOD: Yesterday, Frank Stanton, who's the president of CBS, made a proposal that the law be changed regarding political candidates and the time that networks have to give them, so that the networks would be able to put on a series of Lincoln-Douglas debates between the major candidates. The reason that the law has to be changed, as you know better than I, is that presently we have to give equal time to any candidate—and often there are a lot of small, non-serious parties. You know, there could be . . . there've been as many as 18 candidates.

MAGNUSON: Well, I think, Charles, Mr. Stanton's idea is, of course, well worth considering because, although it sounds good to say you give equal time to candidates, from practical experience it doesn't work out that way. And one of the problems we have under study now . . . is the political implications of television in particular and the cost to the candidate. Campaigns will cost fantastic sums; if candidates want to use the greatest medium of expression the world's ever known in politics it's television.

I think that Mr. Stanton's idea is not only worth considering, but I do think that we're going to have to change the law so that a legitimate and a qualified candidate of any given major political party, without this tremendous cost, will have an opportunity, and the public will have an opportunity to see him, and he'll have the opportunity to tell them not only about his views but what he thinks they should hear in regard to his campaign.

COLLINGWOOD: So that you would favor changes in the existing Federal Communications Act to make it possible for the networks to . . .

MAGNUSON: Yes, I don't know just how we're going to spell it out, whether we spell it out in X number of hours or give it to the political parties to distribute among their candidates, but we're going to have to meet the problem—and I'm glad to see Mr. Stanton was farsighted enough, as head of a big network, to realize it.

Sarnoff Picked by AFM To Address Convention

AS ONE SIGNPOST of more amicable relationship between the broadcasting industry and the American Federation of Musicians, the latter announced last week that Brig. Gen. David Sarnoff, chairman of the board of RCA and NBC, has been invited to be main speaker at the union's 58th annual convention in Cleveland June 6-9.

Gen. Sarnoff, who will talk on "industrial statesmanship" on June 7, is said to be the first industrial personage to deliver the principal address at an AFM convention.

Approximately 1,200 delegates representing 698 musicians' locals in the U. S., Canada, Puerto Rico, Alaska and Hawaii will gather at the auditorium to elect officers and transact the legislative and policy-making business of the 59-year-old AFL international union.

Major business of the convention is expected to center around the union's drive for repeal of the federal 20% amusement tax, which AFM contends is most discriminatory of all the wartime excise taxes and a job deterrent to musicians.

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NETWORKS

NBC Names Parks

APPOINTMENT of Ben Parks, NBC-TV Chicago network program manager, as director of public affairs for NBC was announced last week by Davidson Taylor, the network's vice president in charge of public affairs.

CBS-TV PROMOTES HARRY OMMERLE

HARRY G. OMMERLE, CBS-TV program director, has been named CBS-TV vice president in charge of network programs at New York.

According to J. L. Van Volkenburg, CBS-TV president, Mr. Ommerle will be responsible for coordinating tv programming originating from New York. He reports to Hubbell Robinson Jr., vice president in charge of network programs.

MR. OMMERLE

Mr. Ommerle has both network and advertising agency experience. He started with N. W. Ayer & Son in its radio department, becoming vice president in charge of radio. He joined CBS in 1935, moving in 1937 to the William Morris Agency. In 1943 he became vice president and account executive with Ruthrauff & Ryan.

GOVERNMENT

GUAM AM FIGHTS MILITARY TV THERE

Armed forces propose 'morale' television outlet to serve personnel. It would have programs of all networks, plus commercials, free. KUAM decries 'unfair competition.'

POTENTIAL political bombshell was dropped in FCC's lap last week by KUAM Guam—a protest against establishment of a low power military "morale" television station on ch. 8 there, which would use free kinescopes of major network tv shows, including commercials.

KUAM described the prospective military station as unfair government competition with private business and contrary to the overriding government plan to put Guam on a self-sustaining private enterprise basis.

Harry Engel, KUAM founder who flew to Washington last week upon learning of the impending military station, was quoted by FCC officials as having been advised by certain major KUAM sponsors that they would drop their paid radio advertising if they obtained a free ride into the rapidly growing Guam market on the government tv station.

The military outlet would be located on an Air Force base there and designed only to serve base personnel, according to Armed Forces Radio Service spokesmen. AFRS policy historically has been not to compete with commercial stations, it was pointed out, but this has been confined to radio or tv as two distinct media since FCC policy in the U. S. does not afford radio stations protection from television, or vice versa.

KUAM is a CBS and NBC radio affiliate. The prospective AFRS station in Guam, like other AFRS tv stations around the world, would air kinescopes from all four tv networks.

Lt. Col. Melvin E. Williamson of AFRS Washington headquarters, an ex-NBC executive, told B•T the networks supply the kinescopes after the programs are released by the various advertising agencies for military base showings. He emphasized that it is AFRS policy in operating its low power tv outlets "to make it as difficult as possible for civilian reception of the signal, since we are concerned entirely with the military."

AFRS records show that the military radio station at Guam was de-commissioned when KUAM took the air. This was in line with the established policy of non-competition.

The explosive nature of the broad public policies in issue—which some observers felt could mushroom and involve Congressional leaders, top Defense Dept. officials or even the White House—prompted an emergency meeting Thursday morning among Mr. Engel, FCC staff officials and representatives of the Interdepartmental Radio Advisory Committee, Office of Defense Mobilization and AFRS, it was learned at the Commission.

Since IRAC was responsible for assigning the broadcast facility (ch. 8) to the military, with FCC entitled only to "comment" on the use of it, speculation arose as to whether the ancient conflict of dual authority for spectrum allocation between IRAC and FCC might be renewed. Functioning under ODM, IRAC is charged with handling all federal government spectrum assignments for the President, pursuant to blanket provisions of the Communications Act which sometimes are described as "ambiguous."

The Thursday morning meeting at FCC, a Commission representative said, resulted in a "gentlemen's agreement" to hold up installation of the Guam AFRS tv station until the various military elements involved can "re-evaluate" the proposal. An FCC official also said the matter of protection for KUAM may go before the Commission on its regular agenda within the next two weeks.

It was noted that if a commercial broadcaster wanted to put a tv station in Guam or any other territory where no tv allocation is listed, he first would have to petition for a formal rule-making hearing, wait 30 days for comments once FCC issued its notice, and then file formal application and await its regular processing. If a competitive bid were filed, he would face comparative hearing too, it was explained.

Mr. Engel's protest to FCC was incorporated in a letter to the Commission secretary, Miss Mary Jane Morris.

Mr. Engel noted that "under existing policy it is clear that the AFRS will not establish a radio service competitive to a commercial broadcaster. And it is the understanding of KUAM that this policy is a matter to be determined by the FCC. Therefore, the problem that KUAM faces in terms of the impact of television upon its am station revolves about a Commission policy with respect to television competition to an am station.

"KUAM has considered very seriously the establishment of a commercial television station on Guam, and there is no doubt that at this time such a commercial operation is not feasible. Such a television operation can be established by the AFRS since all of its programming is available to it at absolutely no cost

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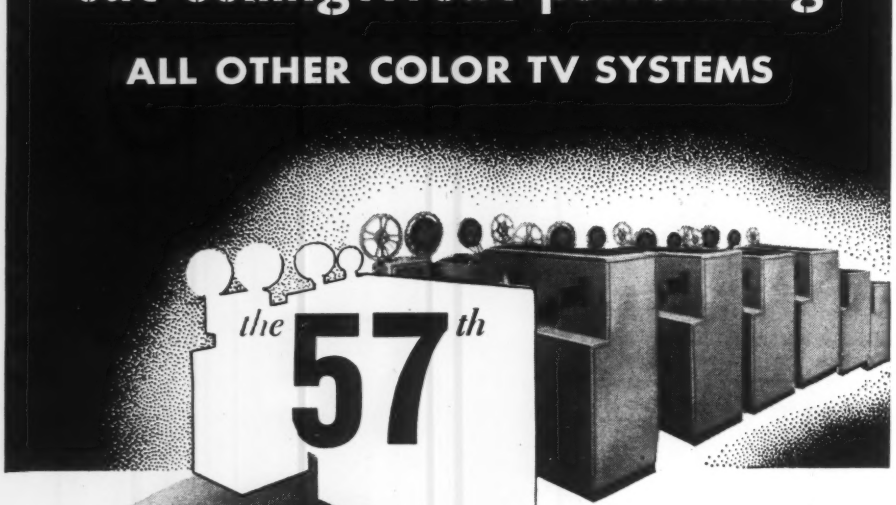

the 57th

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installed at KXJB-TV

VALLEY CITY, N. D.

and its television program budget is not dependent upon the size of its audience."

Concerning the network kinescopes Mr. Engel wrote, "These programs are made available to the AFRS on the specific condition that no commercials shall be deleted. This means that television on the Island of Guam will not only compete with KUAM in terms of a bid for audience but the advertisers' messages contained within those television programs will be brought in free to consumers of those products on the island. It is this kind of unfair competition that KUAM does not think the Commission would foster by aiding and abetting the establishment of such a television station on the Island of Guam."

STORER MIAMI BID RETURNED

FCC contends application for ch. 10 was entered too late for consideration in already-completed hearing.

STORER Broadcasting Co.'s application for Miami's ch. 10 [B•T, May 9] was returned by the FCC last week on the ground that it was filed too late to be considered in the hearing already completed for that facility [CLOSED CIRCUIT, May 9].

The Commission said that: "In view of the rights of the other parties concerned, and Storer's failure to pursue the remedies available to it when its application was dismissed, we are constrained to hold that the [petition for reinstatement and hearing] must be denied."

Storer never took an appeal from the FCC's 1953 refusal to accept its ch. 10 application for Miami, the FCC declared. Therefore, it added, this must be a new application. Since the ch. 10 hearing has ended and an initial decision has been rendered (favoring WKAT Miami Beach), the Storer application is too late.

George B. Storer Sr., president of the company bearing his name, said last Thursday that the application and petition for hearing had been filed "pursuant to the suggestion of the Court of Appeals." Since the Commission has dismissed the application, Mr. Storer said, "we will take no further action to prosecute the reinstatement of the application."

An appeal was taken to the courts by Storer following the 1953 refusal of the Commission to accept the original ch. 10 application, but it was an attack on the legality of the FCC's mulitiple ownership rule and not on the FCC's action refusing the application, the Commission said. The application was refused because of Storer's ownership of the then maximum limit of five tv stations.

The appellate court's ruling in this case, invalidating the FCC's multiple ownership rules [B•T, Feb. 28], also suggested that the Commission reinstate the Storer ch. 10 application and allow it a hearing.

The Commission last week appealed this decision to the Supreme Court.

Late last year, Storer bought two Florida uhf stations, merged them into what is now WGBS-TV Miami on ch. 23. This was shortly after the Commission amended its multiple ownership rules to permit a single owner to own up to seven tv stations, of which not more than five may be in the vhf band.

Last month, Storer filed a de-intermixture petition with the FCC, calling on the deletion of all non-granted vhf channels and the substitution for them of uhf facilities [B•T, April 18]. This has been under attack by most of the contestants for Miami chs. 7 and 10.

HEARINGS ON FCC BUDGET CUT SHORT

CHAIRMAN Warren G. Magnuson (D-Wash.) of a Senate Appropriations subcommittee cut short testimony after a brief hearing Wednesday on the FCC's fiscal 1956 budget when no other senators appeared to ask questions on the proposed $6,870,000 funds for the FCC.

He said he hoped his Independent Offices Appropriations Subcommittee could mark up the bill (HR 5240) over the weekend for reporting it on the Senate floor. The bill then would be acted upon by the Senate, go to a Senate-House conference to resolve expected differences, and, Sen. Magnuson hoped, be sent to the White House by June 15.

The Senate subcommittee had held initial hearings earlier in the month on the FCC portion of the independent offices appropriations measure [B•T, May 9]. Last week's hearing was to have been a recall session on policy aspects of the proposed FCC budget, especially a proposed FCC study of the broadcasting industry. The House had increased by $170,000 the $6.7 million recommended by the Budget Bureau, with $80,000 of the boost earmarked for the FCC study.

FCC Comr. Frieda B. Hennock appeared at the hearing to protest what she said was the narrow scope of the proposed $80,000 FCC study. She spoke after Sen. Magnuson had asked perfunctory questions of FCC Chairman George C. McConnaughey and was about to adjourn the hearing because no other senators were present to ask questions.

Lamb Case Record Closed by Sharfman

RECORD in FCC's controversial license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa., was closed Tuesday by Examiner Herbert Sharfman after approving a motion by counsel for Mr. Lamb to strike in part the testimony of William Garfield Cummings, the first witness called by the Commission's Broadcast Bureau at the start of the case last fall [B•T, Sept. 20, 1954 *et seq.*].

Examiner Sharfman called for proposed findings to be filed by July 25 by the Broadcast Bureau and WICU. After receipt of these and the ultimate replies thereto, the examiner will prepare his initial decision. Chief issue in the case is whether Mr. Lamb falsely represented he never had communist ties. WICU witnesses in recent weeks have testified to Mr. Lamb's anti-communist record.

Meanwhile, the U. S. Court of Appeals last week denied an appeal by Mr. Lamb from a U. S. District Court ruling of last summer which refused to stop the Commission renewal hearing. The court said Mr. Lamb had not yet exhausted his remedy before FCC.

In another action, the Commission, at the request of counsel for Mr. Lamb, dismissed an application for sale of Mr. Lamb's WHOO-AM-FM Orlando, Fla., for $295,000 to Mowry Lowe and associates. Mr. Lowe formerly was manager of WEAN Providence. The WHOO bid was dropped because the nine-month sale contract had expired, FCC said.

Airspace Group Approves KWWL-TV High Tower

SUDDEN switch in the attitude of military representatives on the Airspace Panel of the Air Coordinating Committee to towers higher than 1,000 ft. took place last week when the application of ch. 7 KWWL-TV Waterloo, Iowa, to build a 1,110-ft. tower at a new site was approved without objection. The Navy representative abstained, as did the FCC member. The FCC delegate regularly abstains from voting on broadcast tower applications.

The NBC-affiliated Iowa station now operates from a 550-ft. tower at a site less than a mile east of Waterloo. The new site is five miles southeast of Jessup, Iowa, 15 miles from Waterloo and 35 miles from Cedar Rapids. Airspace approval was conditioned on the removal of KWWL-TV's present tower.

The military about face occurred after the armed service representatives on the Washington Airspace Panel consistently objected during the last few months to tv towers more than 1,000 ft. above ground. In three instances, the military has intervened in FCC hearings regarding above-1,000-ft. towers proposed by KGEO-TV Enid, Okla., and KSWS-TV Roswell, N. M. [B•T, April 18].

Memphis Grant Made Final

FINAL decision to grant tv ch. 3 at Memphis to Hoyt B. Wooten's WREC there and deny the competitive bid of local WMPS, a Plough Inc. interest, was announced by FCC Thursday. The unanimous ruling upheld the recommendation of the FCC hearing examiner issued last year [B•T, Sept. 6, 1954].

SELLING–THE NATION'S 37TH FOOD MARKET

WONE

RONALD B. WOODYARD, PRESIDENT AND GENERAL MANAGER

One of the Nation's Great Independent Stations

980 KC • 5,000 WATTS

PHONE HEADLEY REED CO.

DAYTON, O.

"THE CITY BEAUTIFUL"

ENTERING the 23d consecutive year of association between WSB Atlanta and Edward Petry & Co., officials of the station and of the representation firm prepare to sign a long-term renewal for Petry representation of both WSB and WSB-TV. The two stations have never had another representation organization. L to r: seated, Edward Petry, head of the Petry company, and J. Leonard Reinsch, executive director of the Cox radio and television properties; standing, Tom Knode, Petry vice president in charge of television; John M. Outler Jr., general manager of WSB-AM-TV, and Edward E. Voynow, executive vice president of the Petry firm.

A-K Promotes O'Sullivan

APPOINTMENT of Roger O'Sullivan as radio sales manager of the Chicago office of Avery-Knodel Inc., effective June 1, was announced last week by J. W. Knodel, Chicago office manager and partner in the national station representative firm. Mr. O'Sullivan succeeds B. P. (Tim) Timothy, who resigns as general sales manager to enter the station ownership field [B•T, May 23].

MR. O'SULLIVAN

Mr. O'Sullivan has been associated with Avery-Knodel since his return from military service in June 1947, working as account executive on radio in the representative's Chicago office. Ray Neihengen is television sales manager in the Chicago office.

Harry Hyett to Represent Three Midwest Tv Stations

HARRY HYETT, formerly station manager of WEAU Eau Claire, Wis., has opened a station representative firm in Minneapolis to represent KDAL-TV Duluth, Minn.; KROC-TV Rochester, Minn., and WBAY-TV Green Bay.

A "launching luncheon" was held for the new company at the Radisson Hotel in Minneapolis. More than 100 agency and advertising executives were presented with sailor caps with their names on them.

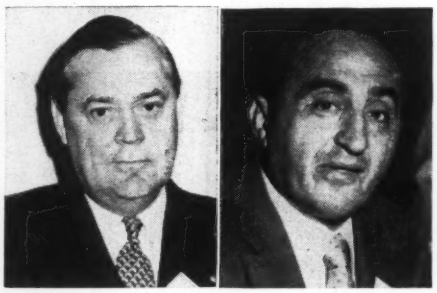
ADVERTISING problems are discussed by Harry Hyett (l), station representative, and Vince Lonergan, assistant advertising manager, Hamm's Brewing Co., at the launching of Mr. Hyett's new representation firm in Minneapolis.

O'Dea Retires; Sells WOV to Morris Novik

RICHARD E. O'DEA, veteran broadcaster and founder of WODA New York, later merged into WOV, announced his retirement from radio last week with the sale of his 70% interest in WOV to consultant Morris Novik for $200,000. Transfer is subject to FCC approval.

Mr. Novik, also a pioneer in the industry, was active in establishing WEVD New York and for many years was director of New York City's WNYC. He now is radio-tv consultant and leader in the educational broadcasting field.

Ralph Weil, WOV general manager, and Arnold Hartley, program director, retain their minority interests in the station. Mr. Novik said WOV's established program structure and policies, including Italian-language programs, would remain unchanged.



MR. O'DEA MR. NOVIK

WFRV-TV Starts Wednesday As ABC and DTN Affiliate

WFRV-TV Green Bay, Wis., will begin network broadcasting Wednesday, affiliated with ABC-TV and DuMont, it was announced last week by Don C. Wirth, vice president. The ch. 5 station represents a merger with WNAM-TV ch. 42 Neenah, Wis., which turned in its permit in March to complete the consolidation pact.

WFRV-TV is the third tv outlet covering Green Bay and will operate with maximum 100 kw from a transmitter located on Scray's Hill, overlooking the Fox River Valley. Mr. Wirth reports an "excellent picture in Wisconsin and upper Michigan" is being received.

"Humph! She wants to tell me Bill Bailey's latest gag on KRIZ Phoenix."

Hirsch to Petry Radio Post

JAMES C. HIRSCH has been appointed manager of promotion and sales development for radio at Edward Petry & Co., New York, it was announced last week by William B. Maillefert, eastern sales manager for the representative firm. Mr. Hirsch formerly was sales manager of WRC Washington.

Previously he was director of advertising and promotion and head of sales development, WRCA-AM-TV New York, and vice president of W. B. Doner & Co., Chicago.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

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ELECASTING

MISS KOSI of 1955 (Esther Zgut) lends a helping hand to Edward M. Guss, manager of KOSI Aurora-Denver, Colo., in ground-breaking ceremonies for the station's new transmitter building. Miss KOSI also will throw the switch that increases KOSI power to 5 kw on June 1. Miss Zgut was chosen Miss KOSI over 150 other contestants in a contest sponsored by the station [B•T, May 2].

KAKC to Evangelist

SALE of KAKC Tulsa, Okla., by Sam E. and P. S. Avey and James L. Neal for $85,000 to evangelist Rev. Forrest G. Conley has been approved by FCC. Commission records show that Rev. Conley had been in dispute with a newspaper editor concerning a local trial involving Carl Austin DeWolf, but others, including a former state governor, defended Rev. Conley's position. Comrs. Robert E. Lee and John C. Doerfer dissented.

WSJS-TV Plans Power Increase

WSJS-TV Winston-Salem, N. C., is constructing new transmitting facilities which will bring the station's power to the maximum permitted on ch. 12—316 kw. The new 692-ft. tower will be 2,000 ft. above average terrain. The station is presently operating with 40 kw from a tower 770 ft. above average terrain.

Station engineers expect to begin test patterns with the new power by August 1 and to begin telecasting on 316 kw by September 1.

WEOK Notes 75% Spot Gain

GAIN of 75% in national spot revenue for the 12 months ended last March 31 has been announced by Arthur J. Barry, president of WEOK Poughkeepsie, N. Y. Mr. Barry attributed the increase to: market growth, including a new IBM plant employing 8,000 workers; sales coordination between WEOK and its representative, Everett-McKinney, with emphasis on first selling the local dealer and distributor, and a revamping of programming away from music and news only.

THE **ONLY**
3-SPEED, 16-INCH
TRANSCRIPTION
TURNTABLE
WITH HYSTERESIS
SYNCHRONOUS MOTOR
PRICED AT **$250.00**

THE
REK-O-KUT B-16H
FOR BROADCASTERS AND RECORDING STUDIOS

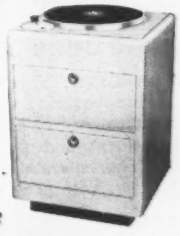
The B-16H offers you the finest professional performance at the lowest cost. Functionally and economically it is the outstanding investment in the turntable field.

Mechanical simplification is the engineering secret of the B-16H. No more parts have been used than are absolutely essential for efficient operation. Because of this, the B-16H has proven itself to be consistently reliable in performance. And it requires no more than routine maintenance.

Here are some of the feature advantages:

• Hysteresis synchronous constant-speed motor • Cast aluminum turntable—lathe-turned with extra-heavy rim—dynamically balanced • Single-ball pivot bearing suspension • Instantaneous selection of record speeds: 33⅓, 45 and 78 rpm • Built-in, retractable 45 rpm record hub • Attains operating speed within ½ revolution • Speed regulation well within NARTB standards • 15¾-inch turntable diameter allows ⅛ inch overhang for cueing • Fits most existing consoles.

Extremely low distortion—rumble, wow and flutter—has been achieved through effective acoustical damping—in idler design and motor suspension—careful attention to motor bearings—concentricity of parts—proper hardening of surfaces—and the many techniques which make up the years of specialized experience acquired in the development of high quality recording and playback equipment.



CONSOLE CABINET
Model C-7B for
B-16H **$109.95**

Write for complete specifications to Dept. AE-3

REK-O-KUT COMPANY
Makers of Fine Recording and Playback Equipment
38-01 Queens Boulevard, Long Island City 1, N. Y.

JUMBO-SIZED pens in the hands of (l to r) Robert J. McAndrews, vice president and commercial manager, KBIG Avalon, Calif.; Jimmy Fritz, president, Jimmy Fritz & Assoc., Hollywood advertising agency; Albert L. Wolins, general manager, McDaniel's Markets, Los Angeles food store chain; Carl Brandes Jr., executive vice president, Jimmy Fritz & Assoc., and Phil Dexheimer, KBIG account executive, are used to sign the jumbo-sized contract by which the McDaniel's Markets start a 3,120-spot announcement campaign during the forthcoming 52 weeks.

Notre Dame Makes Shifts In Radio, Tv Management

KEY executive appointments involving the U. of Notre Dame radio and tv properties have been announced by W. T. Hamilton, general manager of WHOT and sales manager of WNDU-TV, both South Bend.

C. J. Pajakowski, sales manager of WHOT, was named manager of the radio outlet, while Frank Crosiar was appointed director of the local sales development for WNDU-TV, slated to begin operation about July 15. Simultaneously Mr. Hamilton announced the appointment of Bob Laffoon as administrative sales manager of WHOT. All appointments were effective May 27.

Mr. Pajakowski has been with WHOT for nine years and in sales work for 20 years. Mr. Crosiar has been serving as station manager and sports director for WHOT and has been with the station since 1944. Mr. Laffoon joined WHOT recently as sales promotion manager and will continue to handle those and publicity duties.

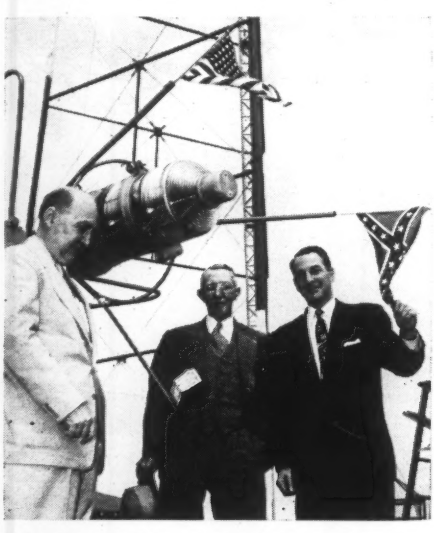
WBRV Booneville, N. Y. Plans Late June Start

WBRV Boonville, N. Y., expects to be on the air in late June, covering the Black River Valley and western Adirondack area, Livingston Lansing, president and general manager, has announced. The new station, on 900 kc with 500 w daytime, will program music, weather and news with emphasis on local news and farm programs aimed at the dairy farmers in its area.

Warren R. Kirkander, formerly with WALL Middletown, N. Y., and recently manager of several Armed Forces Network stations in Germany, has been appointed manager. WBRV, with auxiliary studios in Lowville, will be affiliated with the Keystone network and will take AP news service.

WABT (TV) Expands Quarters

WABT (TV) Birmingham, Ala., sales department has moved into larger quarters, and the new production offices were expected to be occupied last week. A second tv studio, which the station reports will be "one of the largest and most modern in the South," is to be dedicated in July.



FLAGS, U. S. and Confederate, and a "lucky" dollar bill are attached to the tip of the six-bay, six-ton antenna before it is raised to the top of the 460-ft. tower of ch. 4 WRBL-TV Columbus, Ga., which afterwards went to maximum 100 kw. L to r: Maynard R. Ashworth, secretary-treasurer of licensee Columbus Broadcasting Co.; J. W. Woodruff Sr., Columbus board member, and J. W. Woodruff Jr., WRBL general manager and also a Columbus Broadcasting board member.

KABC Expands Fm Operation After Stereophonic Acclaim

KABC-AM-FM Los Angeles broadcasts in stereophonic sound have met with such satisfactory response that the fm transmitter was moved from the am transmitter site in west Los Angeles to the top of Mt. Wilson, thereby increasing its coverage 10-fold, according to John Hansen, KABC general manager.

Work on the transfer, under temporary authorization from the FCC, was completed in one weekend instead of the originally estimated 10 days, it was announced by Cameron Pierce, ABC Western Div. chief engineer.

Station officials anticipate an ever-growing schedule of broadcasts with the improved fm transmission and broader coverage. The schedule already has been expanded from two to seven regular programs per week with the emphasis on "live" music shows. Ultimately, it is expected, studio dramatic shows and even outside special events will be picked up and transmitted over the combined facilities of KABC-AM-FM, Mr. Hansen said.

QRG Offers 'At Home Abroad' Musical Series to Sponsors

AVAILABILITY of *At Home Abroad*, a half-hour series starring mezzo-soprano Gladys Swarthout and harmonica virtuoso John Sebastian, was announced last week by the Quality Radio Group. The new program is being taped in Italy.

William B. Ryan, QRG's executive vice president, said the show is being offered for broadcast at a peak Sunday afternoon listening period at a total time and talent cost of $4,500. For that sum each week on a 52-week basis, Mr. Ryan stated, the advertiser "gets 36 of the nation's most powerful stations blanketing 90% of the nation's radio homes and gets two top-drawer names . . . The program is also available at night."

Mr. Ryan claimed that if the cost is analyzed on the price of each minute of commercials, the cost is about $1,000 less per minute than a network spot.

WBAP-TV Takes Coliseum To Show Color Programs

A SPECIAL five-hour showing of color tv was held by WBAP-TV Fort Worth in the city's Will Rogers Memorial Coliseum to stimulate local interest in the new medium.

Over 5,000 people turned out between 7 p.m. and midnight to see on big-screen color tv sets programs that originated in WBAP-TV's studios. The station devoted the whole day to color tv, starting with a colorcast of a children's program that morning.

WBAP-TV has been equipped for color for over a year and presently transmits six hours of local color shows a week, plus NBC-TV color programs.

WISH-TV's New Tower Up

CONSTRUCTION of the new 1,000-ft. tower of WISH-TV Indianapolis has been completed with only minor adjustments and tests remaining, C. Bruce McConnell, president of WISH-AM-TV, has announced.

The 138-ton steel tower was built by Dresser-Ideco Co. of Columbus, Ohio. It also will serve WISH-AM. Exact date for operation will depend on testing, Stokes Gresham Jr., WISH-TV chief engineer, said, adding that an early date is expected.

WOR'S Business News

CONTINUED interest of listeners in business and financial news was pointed up last week in an announcement from WOR New York that Bache & Co., New York, investment brokers, has renewed the station's *Today's Business* program, and has begun its third year of sponsorship. The business-news program, featuring WOR commentator Henry Gladstone, originally was carried three times a week from 7:15-7:20 p.m., but after six months was stepped up to an across-the-board basis in the same time periods. The program never has taken a summer hiatus, according to WOR sales manager Bill Dix.

WPIT Buys Building

PURCHASE by WPIT Pittsburgh, Pa., of a three-story building at 333 Fourth Ave. in that city has been announced by Don Ioset, vice president-manager of the station. WPIT expects to occupy the space in the fall. The building is undergoing an extensive remodeling, which includes modern, air-conditioned offices and studios, according to the station. Transmitter and tower facilities will remain on Mt. Troy Rd. in Reserve Township.

Negotiations for the purchase of the building were handled by Allen H. Berkman, secretary and general counsel of WPIT.

New Quarters for WNAO

NEW radio and television center for WNAO-AM-TV Raleigh, N. C., has been taken over by the radio station with the tv slated to move in in about two weeks. Construction is not yet complete on the ultra modern building, described as "the largest radio-tv studios in the Carolinas." The building is located at 2128 Western Blvd. Formal opening will be held on completion of the structure, the stations said.

EDWARD ELLENGT, assistant general sales manager of Wilson & Co., Chicago (meat packers, food products), passes contract to Jack Sterling (l), host of WCBS New York *Jack Sterling Show*, for Wilson Co. 26-week, alternate sponsorship of 7:30 news segment of Mr. Sterling's program. Witnessing the transaction are Carl Ward (2d l), WCBS general manager, and Gordon Hayes, manager of the Chicago office of CBS Radio Spot Sales.

Connie B. Gay Acquires Fairmont, W. Va., Station

TRANSFER of control of WVVW (AM) and WJPB (FM) Fairmont, W. Va., from Don D. Baer to Connie B. Gay, of Arlington, Va., for approximately $55,000 was closed May 20 through Blackburn-Hamilton Inc., subject to FCC approval.

J. Patrick Beacom, who had sold control to Mr. Baer last November, will continue to hold minority interest and serve as vice president. Mr. Gay will become president and Jane E. Trimner, of Arlington, secretary-treasurer.

Mr. Gay acquires 75% from Mr. Baer, and 20% from Mr. Beacom, latter retaining 5%. Mr. Beacom, who becomes mayor of Fairmont in July, announced that simultaneously application to transfer Mr. Baer's 75% interest in WJPB-TV Inc. back to him was filed with FCC, and upon approval, he would become sole owner of ch. 35 station. The tv station has pending a petition to move educational ch. 5 from Westen, W. Va., and redesignate it commercial at Fairmont.

WVVW operates on 1490 kc with 250 w and is affiliated with ABC.

Crawford Leaves WABD (TV)

RESIGNATION of William Crawford, sales manager, WABD (TV) New York, was announced last week by George L. BarenBregge, general manager. Mr. Crawford has not yet announced his future plans. Because the station is planning a new sales concept, Mr. BarenBregge said, the sales position will not be filled now.

FM-SCA LICENSEES:

Present and Prospective

Make this top-quality, tape-recorded multiplex subscription service *exclusively yours!*

MAGNE-TRONICS Motivational Music

Visualize the profit potential and sales advantages of multiplexing a subscription music service offering fresh, new, sparkling music content never before available for public performance! The Magne-Tronics Musical Tape Program Service is just that—and it can be exclusively yours on terms determined by program and budget requirements.

Recorded on eight-hour tapes for automatic playback, Magne-Tronics Motivational Music is programmed from a master tape library of 5,000 smartly styled selections. 50 new titles, including current hits and modernized standards, are recorded and added to this repertoire every month.

Don't confuse Magne-Tronics with transcription libraries available to anyone which, when dubbed onto tape, are offered as exclusive. Magne-Tronics means tape to tape, not transcription to tape, programming. Magne-Tronics means exclusive in the strictest sense.

Franchise applications for the Magne-Tronics Musical Tape Program Service are now being screened and exclusive territories allocated on the basis of non-conflicting coverage.

Wire, phone or mail coupon today for franchise particulars and availabilities

MAGNE-TRONICS *Inc.*
122 EAST 42ND STREET
NEW YORK 17, N. Y.
MURRAY HILL 7-3935

MAGNE-TRONICS, INC.
122 East 42nd Street, New York 17, N. Y.

Please rush complete particulars on Magne-Tronics Musical Tape Program Service and exclusive franchise plan for FM-SCA licensees.

NAME.....

TITLE..... STATION.....

STREET.....

CITY..... STATE.....

WJOB-AM-FM Breaks Ground For New Indianapolis Studios

WJOB-AM-FM Hammond, Ind., has broken ground for its new studios, to be located at 165th St. and Indianapolis Blvd. there. Participating in the ceremonies were Robert C. Adair, president; Joseph R. Fife, commercial manager; Vernon Anderson, mayor of Hammond; Stanley Begjer, mayor of Calumet City, and State Senator Walter Baran, among others.

The proposed studios will comprise 4,500 ft. of floor space. It will be completely air-conditioned, according to WJOB, and will have radiant heating and sound proofing.

There will be three main and three auxiliary studios, complete interoffice and monitoring systems for both am and fm programs and a lunchroom for employes.

Quinlan Adds Sales Chores

STERLING C. (RED) QUINLAN, vice president in charge of ABC's o&o WBKB (TV) Chicago, has added sales responsibilities and Harold R. Wettersten has been promoted to post of sales manager of ABC-TV Central Div., it was reported last week. James W. Beach, former WBKB sales manager, is new director of ABC-TV Central Div. Mr. Wettersten was incorrectly identified as the new sales manager of WBKB instead of the network's Central Div. in the May 23 issue of B•T.

REPRESENTATIVE APPOINTMENTS

WBML Macon, Ga., appoints Forjoe & Co., N. Y., as national representative, and Dora-Clayton agency, Atlanta, as southeast regional representative, both effective July 1.

STATION SHORTS

WOKY Milwaukee, to eliminate off-color records, has banned all discs of small independent recording companies.

KOWL Santa Monica, Calif., is exchanging programs for regular daily broadcasts with Radio Mil, Mexico City.

Three Minutes a Day

THE POWER of radio to stir up public opinion was demonstrated by KXYZ Houston, Tex., through a three-minutes-a-day appeal by Fred Nahas, executive vice president-general manager and commentator, whose 18-month campaign to curb the distribution of objectionable comic books reached a conclusion on May 9. On that day Gov. Allen Shivers signed into law two bills designed to curtail the distribution of offensive comic books. Mr. Nahas began his campaign on Nov. 13, 1953, by devoting three minutes each day to a discussion of the bad-taste comic books and urging parents to look at the material their children were reading. Mr. Nahas began his campaign after finding some offensive comic books in the hands of his own children. The appeal was made on Mr. Nahas' 6:15 Mon.-Fri. news commentary *Tomorrow's History*. Despite opposition from comic book distributors and even from members of the state legislature, Mr. Nahas' efforts bore fruit. During those 18 months Mr. Nahas made many speeches before civic, veteran and religious groups climaxing his fight with an appearance before the House Criminal Jurisprudence Committee in Austin to support the two bills that were written into law two months later. As KXYZ put it: "By the use of only three minutes a day, radio has proved again that it is a very powerful influence in the American way of life."

WOL Washington has installed new Gates am transmitter.

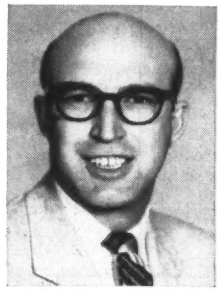
KWIZ Santa Ana, Calif., opens national sales office in L. A., with Richard Leader, former account executive, KCOP (TV) Hollywood, named national sales manager. New office located at 221 S. LaBrea Ave.; telephone: Webster 5-0302.

TAKEN on a tour of the new studio-office building of WBT-WBTV (TV) Charlotte, N. C., on May 2 were 14 managers and account executives of CBS Radio Spot Sales [B•T, May 16]. L to r: Virgil V. Evans, WBT sales manager; David Kittrell, manager of CRSS Atlanta office; Gene Thornton, WBT sales promotion department; Milton F. Allison, assistant to CRSS general sales manager; Tom Peterson, CRSS Chicago account executive; Ted McLoney, CRSS Chicago account executive; Ralph Dennis, CRSS New York account executive; Hal Davis, CRSS New York account executive; J. Robert Covington, WBT vice president in charge of sales and promotion; Ralph Goshen, CRSS New York account executive; John McCorkle, CRSS New York account executive; Richard Hess, CRSS manager of research; Gordon Hayes, CRSS western sales manager; Robert Sinnett, CRSS Chicago account executive; H. W. Maier, CRSS New York account executive; Warren Jennings, CRSS New York account executive, and Fred Heywood, CRSS promotion manager.

STATION PEOPLE

Stan Marshall, formerly with KSTN Stockton, Calif., appointed manager, KCRE Crescent City, Calif.

Charles C. Palmisano, radio-tv director, Keller Cresent Adv. Agency, Evansville, Ind., to WEHT (TV) Henderson, Ky., as sales manager.



MR. PALMISANO

Clay Cline, program director, WJZM Clarksville, Tenn., to WSEV Sevierville, Tenn., as manager effective June 1.

Ray Gallagher, formerly program manager and operations director, KTVK (TV) Phoenix, Ariz., appointed executive producer and director, KBTV (TV) Denver.

Dan Valentine, announcer, WFAA Dallas, named chief announcer and assistant program director, succeeding **Ralph Widman,** who has been named WFAA recording div. manager.

Earl H. Wells, formerly with WMUR-TV Manchester, N. H., named chief photographer-cameraman, news dept., WBTV (TV) Charlotte, N. C., succeeding **J. Nathan Tucker,** who has been promoted to film supervisor.

J. G. Carden Jr. appointed sales manager, WBOF Virginia Beach, Va.

MR. CARDEN

Lloyd Oliver, formerly farm specialist, KIOW Des Moines, named farm field director, KFAB Omaha.

Richard S. Zavon, formerly promotion manager, WFMY-TV Greensboro, N. C., apointed client service director, WLWC (TV) Columbus, Ohio.

Ensor Stoddard, producer-director, WGLV (TV) Easton, Pa., promoted to assistant programming and production director.

Jose Armendariz, chief engineer, KOLD Yuma, Ariz., adds duties as Spanish language news director.

Irwin A. Spiegel to WMGM New York as traffic manager; **Jerome Ellner** to traffic dept.; **Phyllis Stollmack** to WMGM publicity staff.

Robert I. Price, sales staff, KLX Oakland, Calif., named sales account executive, KCBS San Francisco.

Gerald C. Gray to WMBR-AM-FM Jacksonville, Fla., as account executive.

Tom Bender, sports director, WSPD Toledo, Ohio, to KDKA Pittsburgh, handling sportscasts.

Baxter Ward, Baltimore tv news commentator, to KCOP (TV) Hollywood in similar capacity.

Richard P. McCauley to news staff, WBAL-AM-TV Baltimore as newswriter and reporter.

Harold Heath, formerly with sales staff, WOC-TV Davenport, Iowa, to sales dept., KCRG-TV Cedar Rapids, Iowa; **Herb James,** formerly with KWWL-TV Waterloo, Iowa, to KCRG-TV announcing staff.

John Johnson, graduate, National Academy of Broadcasting, Washington, to WHHH Warren, Pa.

Mildred Wren, media manager, Botsford, Constantine & Gardner, S. F., to KROY Sacramento, Calif., as sales representative, effective June 1.

Elliott Wolff, formerly announcer-salesman, WANE Ft. Wayne, Ind., to sales staff, WCPO Cincinnati; **Peter T. Marino** to WCPO-TV sales staff; **Bill Gallop,** WCPO salesman, to WCPO-TV sales staff.

Duane Beck, graduate, National Academy of Broadcasting, Washington, to WCHA Chambersburg, Pa.

Robert Saida to engineering staff, KGMB-TV Honolulu.

Marilou Miller to KCBS San Francisco as secretary to promotion director, succeeding **Fran Wager,** who moves to Harrington, Righter & Parsons Inc. (tv representatives), N. Y.; **Joan Heron** to KCBS as secretary to contract artists; **Hilde Clark,** former assistant program director, KTUC Tucson, Ariz., to station as sales secretary.

Charles Rhoades, graduate, National Academy of Broadcasting, Washington, to WFMD Frederick, Md.

DelVina Wheeldon to WCKY Cincinnati as program personality, succeeding **Virginia James.**

Roger Peichert to WDRC Hartford, Conn., as assistant bookkeeper.

Jack Lennhoff to WDRC Hartford, Conn., as parttime announcer.

Fred Wilcox, formerly with KOY Phoenix, Ariz., to KCBS San Francisco, as summer relief announcer; **Anne Lista** to KCBS program dept. as script typist.

Bob Norman to WNHC New Haven, Conn., as summer relief announcer; **Charles Polio** to WNHC-TV production dept. as summer relief assistant floor manager.

J. Patrick Beacom, president, WJPB-TV Fairmont, W. Va., elected to four-man Fairmont Board of City Directors with largest vote polled of any of 19 candidates.

Victor C. Diehm, president, WAZL Hazleton, Pa., and head of Vic Diehm Group of radio stations, last Thursday honored with Honorary Degree of Doctor of Art of Oratory from Staley College, Brookline, Mass.

Lester W. Lindow, vice president and general manager, WFDF Flint, Mich., re-elected treasurer, Genesee County (Mich.) chapter, American Red Cross.

Edward H. Rowley Sr., president, KWFT-AM-TV Wichita Falls, Tex., additionally appointed executive vice president, United Artists Theatres Circuit Inc.

Robert R. Tincher, vice president and general manager, WNAX Yankton, S. D., and KVTV (TV) Sioux City, Iowa, being presented honorary doctor of law degree from Morningside College, Sioux City, today (Mon.).

William H. Sylk, president, WPEN Philadelphia, installed as president, Golden Slipper Square Club.

CURT PETERSON of McCann-Erickson (seated) signs a contract bringing *Esso Reporter* to viewers of WFBC-TV Greenville, S. C., starting April 25, Mon.-Fri., 10:30 p.m. EDT. The program has been carried by WFBC radio for 15½ years. L to r (standing): Wallace Rusher, advertising-sales promotion, Esso Standard Oil; Norvin C. Duncan, WFBC-TV assistant manager and "Esso Reporter" for WFBC-TV; Bevo Whitmire, manager of the station, and George Williams, manager of the Greenville Esso plant. In the fall, the show will move to the WFBC-TV 6:30 p.m. time slot.

Terry Lee, general manager, KOVR (TV) Stockton, Calif., named to information committee, United Nations Anniversary meeting, to be held in S. F. in June.

Arthur W. Weber, executive vice president, WOHO Toledo, Ohio, elected president, Toledo Bar Assn., effective July 1.

Margaret Janis, music librarian, WEEI Boston, and Joseph Regan to be married July 30; **Kenneth R. Ovenden,** program director, father of boy.

Linton Taylor, prop dept., WTVJ (TV) Miami, and Betty Crumpton, secretary, administrative dept., were married May 25.

Arnold Rabin, writer-producer, WCAU-TV Philadelphia, and Sydell Grossman were married May 8; **George Pious,** WCAU-TV sales staff, father of girl, Kathleen Rose, April 28.

Frank Struzzieri, film editor, WJNO-TV West Palm Beach, Fla., father of boy, Craig Allen, May 16.

Fred Harper, program operations supervisor, KYW Philadelphia, father of girl, Lisa, May 16.

W. C Porsow, station manager, WNAM Neenah-Menasha, Wis., father of boy, Mark, May 14.

Jed L. Riddell, stage manager, KCOP (TV) Hollywood, father of boy, Jed Steven, May 13.

George A. Heinemann, programming director, WMAQ-WNBQ (TV) Chicago, father of girl, Robin Ann, May 10.

Joe Parker, independent Hollywood tv commercial producer, and Mrs. Parker, professionally known as **Marilyn Hare,** singer-m.c., KCOP (TV) Hollywood, parents of girl, Germaine Marie, May 7.

Larry Doran, KGMB-TV Honolulu, father of girl May 7.

Hal Swaney, program director, WIDE Biddeford, Me., father of girl, Patricia Elaine.

Howard R. Malcolm, 35, disc jockey, WONE Dayton, Ohio, died May 19 of cancer.

Honorable Fishermen

THE AUTHENTICITY of many fishing stories is dubious, but in New Hampshire at least one fishing fete was given public acclaim and entered into official state records.

At a brief ceremony in Concord, the state capital, Gov. Lane Dwinell presented honorary fishing licenses to Norman A. Gittleson, executive vice president and general manager of WMUR-AM-TV Manchester, and rod and reel expert Gadabout Gaddis, who hosts *Outdoors With Gadabout Gaddis* on WMUR-TV. The presentation was in recognition of their outstanding work in promoting fishing in New Hampshire.

Mr. Gaddis' program is sponsored by the Cities Service Dealers and a recent Cities Service Oil Co. fishing promotion featuring the expert has received tremendous response throughout New England, according to WMUR-TV.

Hyde Makes BMI Clinic Bow At Idaho, Utah Meetings

BROADCAST MUSIC INC. radio program clinic for Idaho will be held June 13 at the Turf Club in Twin Falls. Clinics for Utah and Colorado will be held June 15 at the Newhouse Hotel, Salt Lake City, and June 17 at Hotel Denver, Glenwood Springs, respectively.

MR. THOMAS

FCC Comr. Rosel Hyde, making his first BMI clinic appearance, will be the the featured luncheon speaker at the Twin Falls and Salt Lake City sessions. Other traveling speakers for the three radio program clinics are: John Charles Thomas, executive vice president and managing director, KAVR Apple Valley, Calif., who will discuss "Hi and Lo Notes in Radio Programming"; Gordon Davis, program director, KYW Philadelphia, "Program and Station Promotion"; Margie Abbott, program director, KONI Phoenix, "Women's Programming", and John W. Shultz, president and general manager, WHEE Martinsville, Va., "Making the Most of Local News."

'Screaming' Commercials Rejected by Tv Announcers

TELEVISION commercials that are "screaming and over-aggressive" are "irritating and monotonous," according to the results of a survey among tv commercial announcers made public last week by Henry C. Brown, president of Henry Brown Inc., New York theatrical agency.

Many announcers, Mr. Brown said, expressed concern that "the prolonged use of extra hard-sell tv tactics might result in making the sponsor and/or his product objects of ridicule, and they practically pleaded for more of the relaxed and informal commercials that, if not actually entertaining, were, at least, quietly informative."

The survey covered some 232 announcers, many of whom are clients of the Brown agency.

A highlight of the survey was the finding that 82% of the announcers said they would like to have more information about the products they sold than was found in their scripts.

Some 68% of the announcers said they consistently used the products they themselves sold to others; 30% wrote they used the products at least occasionally, and only 2% reported they never used the products they sold on tv.

The most effective television commericals, according to 98% of the announcers, are those that are "simple, informal, relaxed, sincere and informative."

Over 150 Outlets Signed For RCA Thesaurus Plan

RCA Recorded Program Services has announced that more than 153 radio stations are using RCA Thesaurus' "Shop at the Store With the Mike on the Door" merchandising and promotion plan and more than 37,500 retail stores are participating in the project.

Under the plan, radio station subscribers to the library service may arrange tie-ins with local retail advertisers, whereby stores are provided with custom-made decals calling attention to the campaign. Stations are supplied with recorded messages by Thesaurus stars, broadcasting the "Shop at the Store" theme, operating manuals with tips for local exploitation; sponsor-selling brochures, and advertising and promotional kits.

Kagran Corp. Takes Over NBC Licensing Activities

OPERATIONS of the NBC Enterprises Licensing Div. have been transferred to the Kagran Corp., firm acquired by NBC three months ago, it has been announced by J. M. Clifford, administrative vice president of NBC and president of Kagran. In addition to licensing *Howdy Doody*, *Gabby Hayes* and *Sparky*, Kagran will now be in charge of licensing all other NBC-owned properties including *J. Fred Muggs*, *Pinky Lee*, *Today*, *Home*, *Tonight* and *Victory at Sea*.

Mr. Clifford will remain as president of Kagran. Operating vice president is Edward L. Justin. Sydney Rubin, who has been manager of licensing for NBC, will join Kagran, Mr. Clifford said.

Kagran Corp. also owns the Canadian rights for *Howdy Doody*, which is telecast on 24 Canadian stations, and is negotiating with the Independent Television Authority in England to present the show there in the fall. The company also owns a series of films of the program produced in Spanish and entitled *Jaudi Dudi*.

GATES

Your One Source

For All Broadcasting Equipment

THESE OFFICES TO SERVE YOU

Quincy, Illinois	123 Hampshire Street	Baldwin 2-8202
New York City	51 East 42nd Street	Murray Hill 7-7971
Washington, D.C.	13th & E Streets, N.W.	Metropolitan 8-0522
Houston, Texas	2700 Polk Avenue	Atwood 8536
Los Angeles, Calif.	7501 Sunset Blvd.	Hollywood 2-6351
Atlanta, Georgia	1133 Spring St., N.W.	Elgin 0369
New York, International Div.	13 East 40th Street	Murray Hill 9-0200
Montreal, Quebec, Canada	Canadian Marconi Co.	Regent 8-9441

80% of All Uhf Stations Near Bankruptcy—Doherty

FOUR out of five uhf stations will be "actually flirting with bankruptcy within the next six months to a year unless they find a financial angel or develop a cohesive, cooperative means to instill life into the total uhf picture," Richard P. Doherty, president of Television-Radio Management Corp., said last fortnight. Mr. Doherty also is director of management services for National Affiliated Television Stations, General Electric Co. all-channel sales-program organization.

Not more than 12 or 15 uhf stations in the U. S. are making a true profit and these are in markets without immediate vhf competition, according to Mr. Doherty. He said station income of $5,000-$6,000 a month is "not at all uncommon for a considerable number of uhf operations." In general, he added, when a new vhf comes into an all-uhf market, uhf station revenue drops 20-30%, at least; 40-50% when two vhf stations arrive.

Between 40-45% of post-freeze vhf stations "are currently either losing money or technically breaking even," he said, many of them in small markets or the third vhf station in markets outside major cities plus some independents in top centers.

'Herald Tribune' May Expand Tv-Radio Log Nationally

MANAGEMENT of the New York *Herald Tribune* is giving "serious consideration" to possible distribution of the paper's new digest-sized tv-radio log-fan magazine as a national newspaper supplement, it is reported.

First edition of the new Sunday magazine was published May 15. Distribution was within the metropolitan radius of New York tv stations, and in the coverage areas of certain Connecticut and New Jersey stations within the metropolitan region. Wraparound of the magazine is of coated stock and contains liberal use of color. Articles are by *Tribune* staffers and tv-radio stars. The *Tribune* said its venture was greeted with a great deal of interest and enthusiasm among subscribers and people in the field.

The possibility of national distribution was the first definite sign that the program listing may be pitted against *Tv Guide*, a profitable venture that has claimed high large-city newsstand circulation, and other similar magazines [CLOSED CIRCUIT, May 16]. The *Tribune* management, which is making a study of "cost and transportation" that would be involved, feels that its product will have an edge "because it does not have to stand on its own feet." This was a reference to the failure of *Tv Program Week*, published by Curtis Publications' circulation branch, to jostle *Tv Guide*'s supremacy in the field. *Program Week* ceased publication some weeks after its debut.

Coincidentally with the appearance of the new fan-log magazine, the *Tribune* raised the price of its Sunday edition from 20 cents to 25 cents. This, a *Tribune* spokesman said, contributed to a rash of cancellations from subscribers. It was said by the *Tribune* that whenever the price of a newspaper is increased, many sales are lost. Normal drop expected for the *Tribune* after the price rise: 3,000 to 4,000.

Mercer to AP Radio-Tv Post

CHARLES MERCER, feature service writer for the Associated Press, reportedly will take over the duties of Wayne Oliver, radio-tv editor of the AP, who has resigned to become executive editor of *Television* magazine, effective Aug. 1. Mr. Oliver has been with AP for 18 years, the last three as radio-tv specialist.

IN PUBLIC INTEREST

Bridgeport: Potential A-Target

COMMERCIALS were completely eliminated from WICC Bridgeport, Conn., during the 24-hour "Alert Day" during which the station aired evacuation and survival procedures in the event of an enemy attack. Except for news and a few music programs the entire schedule was devoted to civil defense information. Philip Merryman, WICC general manager, was at Yucca Flats, Nev., during the recent A-bomb tests there and described them to the audience. Taped and live interviews were held with government officials and Civil Defense experts who were available for telephoned questions after their air appearances.

June Is Safety Month

WAAM (TV) Baltimore has designated June as "Summer Safety Month." The station plans to air a nine-program live and film series during which such pertinent topics as snakes, poisonous plants and insects, boating safety, first aid and swimming precautions will be discussed.

School's Out

DURING the semester's last week of junior and senior high school in Salt Lake City KTVT (TV) there aired the special activities scheduled by the schools. The station's *Today in the West* showed such events as ROTC inspection, musical selections and school athletic events.

KIRO Nylon Derby

NYLON DERBY conducted by KIRO Seattle, Wash., on behalf of a local tuberculosis sanatorium whose patients used the material to make rugs, dolls and toys, netted 26,000 stockings—15 miles of footwear weighing 330 pounds. In six months, when at its present rate of use the supply will be exhausted, the station plans another drive.

Man No Longer Missing

WGUY Bangor, Me., by airing the description and circumstances surrounding the disappearance of a man 14 years ago, reunited the man with his son who was seriously ill in a local hospital. Leads furnished by several of the station's listeners led to his eventual discovery even though the trail was an old one.

Preventing Auto Fatalities

WBAL Baltimore is promoting the local voluntary inspection of automobiles. Space in front of the station's studios has been set aside for drivers who wish their cars safety-checked by expert mechanics. There is no compulsory inspection in Maryland.

Tampa Contributes $130,000

CASH and pledges totaling $130,000 were collected by WFLA-TV Tampa, Fla., during a 17-hour telethon there. Over $12,000 was contributed at the telethon's site. Auction of a $2,500 automobile and some donated real estate are expected to raise the total still further.

KTVH (TV) Blasts Cerebral Palsy

KTVH (TV) Hutchinson, Kan., collected over $120,000 in cash and pledges for the 1955 Wichita Cerebral Palsy fund drive. Last year's figure was $51,000, the station reported.

'Howdy Doody' for Hospitals

NBC-TV has available for showing to hospitalized children a special 40-minute *Howdy Doody Show* film. The idea for the additional film was originated by Bob Smith, creator and star of the tv show.

EDUCATION

$6 Million Columbia Center Houses Communications Arts

DETAILS of a plan to construct a $6 million art center at Columbia U., New York, were announced last week at a luncheon meeting at the Waldorf-Astoria, New York, under sponsorship of Columbia Assoc., a group of professional and business men who serve the university in an advisory capacity. The proposed structure, which will be built on the Columbia campus, will house the communications arts, music, painting and sculpture, archaeology and architecture departments.

Among speakers at the meeting were representatives of the various art forms which will be included in the center. Gilbert Seldes, author of *The Seven Lively Arts* and *The Great Audience,* spoke to the group on the function of motion pictures, television and radio in the arts field. Commenting on the inclusion of communications in the art center plans, Mr. Seldes said: "It's a challenge to be admitted to the big league." He said he welcomed the indication that communications were finally achieving recognition among the arts. He pointed out that in addition to the creative aspects of the communications arts they can also serve as "transmission belts for all other arts forms as radio, for example, has served as a transmission belt for music." Mr. Seldes also told his audience that only the communications arts could serve as a bridge between other art forms and the vast audience which should enjoy them.

The center will provide facilities for teaching, experiment, practice and research in the art forms. According to Dr. Grayson Kirk, Columbia president, the center will contain classrooms, work rooms, studios, theatres and libraries for academic training on an undergraduate, graduate and professional level. Construction will begin as soon as necessary funds are on hand. A portion of the $6 million has already been contributed or pledged. An additional $3 million will be sought for endowment and scholarships.

EDUCATION SHORTS

RCA Institutes, N. Y., presented diplomas to 253 students at second largest commencement in school's 46-year history. Graduates completed courses in radio-tv broadcasting, servicing, advanced technology and radiotelegraph operating. Included in class were students from England, France, Norway, Thailand, Puerto Rico, Hawaii and British West Indies, as well as U. S.

AWARDS

Murrow Is Among Winners Of Club Federation Awards

GENERAL Federation of Women's Clubs last week made awards in radio and television at its convention in Philadelphia. The winners and classifications:

Radio—Edward R. Murrow, CBS Radio, news; *Man's Right to Knowledge,* CBS Radio, education; *Let's Pretend,* CBS Radio, children; *Conversation,* NBC Radio, promotion of individual responsibility; *New York Times Youth Forum,* WQXR New York, meeting the problem of juvenile delinquency, and *The Greatest Story Ever Told,* ABC Radio, stressing spiritual values.

Television—John Daly, ABC-TV, and John Cameron Swayze, NBC-TV, news; *Omnibus,* CBS-TV, education; *Disneyland,* ABC-TV, and *Zoo Parade,* NBC-TV, children; *Lassie* filmed series, Campbell Soup Co., promotion of individual responsibility; *Mr. Wizard,* NBC-TV, meeting problem of juvenile delinquency, and *Howard Whitman Series,* NBC-TV, stressing spiritual values.

BMI Announces 1954 Winners Of Student Composer Awards

BMI last week announced the names of the winners of the 1954 Student Composers Radio Awards, totaling $7,500. The competition, which was established by BMI in 1951 in cooperation with state associations of broadcasters and music educators and composers, annually offers $7,500 in scholarships and subsistence prizes to student composers in the U. S. and Canada.

The 1954 winners and the amounts of their awards are: Ramon Cortes of Dallas, Tex., $2,000; Roland Trogan of Saginaw, Mich., $1,500; Jack S. Gottlieb of New Rochelle, N. Y., $1,000; Arno Safran of New York City, $750; David M. Epstein of Woodmere, N. J., $750; Edwin A. Freeman of Clemson, S. C., $500. Prizes of $250 went to Donald Jenni of Milwaukee; David Ward-Steinman of Alexandria, La.; Genevieve Chinn of Malba, L. I., and John Harbison of Princeton, N. J.

Opening of the 1955 competition will be announced shortly. Information and entry blanks may be obtained from Russell Sanjek, director, SCRA Project, BMI, 589 Fifth Ave., New York.

AWARD SHORTS

KCOH Houston, Tex., presented first Distinguished Service Award of Houston Negro Chamber of Commerce May 17 for two 13-

THE LATEST WCKY STORY

What in Radio Can You Buy for 6¢?

Here's What!
1,000 Listening Homes
Here's Where!
823,500 Homes in 10 Southern States*
Here's How!
WCKY Open 1 minute rate $50.00
823 | 50.00 | .06.
* WCKY Audience, according to Nielsen Coverage Service.

WCKY CINCINNATI

Where in Radio Can You Buy More for 6¢?

SIG MICKELSON (r), CBS vice president in charge of news and public affairs, accepts on behalf of CBS Radio a 1955 Distinguished Service Award of Sigma Delta Chi, national journalism fraternity, from Bernard Kilgore, *Wall Street Journal*.

hour radiothons for benefit of Eliza Johnson Home for Aged Negroes (22 tons of food and clothing received) and for South Central Branch YMCA Building Fund ($10,000 in contributions received).

Philip Dexheimer, account executive, KBIG Avalon, Calif., presented "Sammy" award, presented annually to 10 top Los Angeles area salesmen by Los Angeles Sales Executive Club.

H. Leslie Atlass, CBS vice president in charge of the Central Div. and general manager of WBBM Chicago, presented honorary degree at commencement exercises at Lincoln College, Lincoln, Ill.

WPIX (TV) New York's *Club House Gang Comedies* program presented citation from Police Athletic League for "outstanding service to PAL in its effort to promote wholesome recreation and social opportunities for the boys and girls of the City of New York."

Dr. John Wesley Howard, pastor, WLS Chicago, received 1954-55 John Howard Award of John Howard Assn. at 54th annual meeting at Chicago Bar Assn. May 19 for "50 years of devoted ministry."

Clifton Utley, NBC Chicago commentator, honored with national citation from Disabled American Veterans at Chicago meeting May 18 for "outstanding service to his fellow man by his exemplary courage in a fight to overcome physical adversity."

Sally Work, women's commentator, WBEN Buffalo, N. Y., cited by Inter-Club Council of Western New York for "meritorious service and the consistently high standards with which she has served her community and state in her chosen profession."

WSAZ-TV Huntington, W. Va., presented annual award for advertising layout from Adv. Club of Huntington.

WTRY Troy, N. Y., honored by Troy Citizen's Civic Committee on occasion of 15th anniversary. Harry C. Wilder, WTRY president, presented plaque of tribute from committee.

KYW-WPTZ (TV) Philadelphia presented citation from Treasury Dept.

Shearson-Hammill & Co. (investment brokers), L. A., presented plaque from L. A. Stock Exchange for public service to American free enterprise system through weekly *Private Wire* program, KABC Hollywood, as part of "Invest in America" week ceremonies.

ROYAL COMMISSION SET FOR RADIO-TV

Prime Minister Louis St. Laurent tells Canadian House of Commons that commission soon will be appointed to inquire into radio and television broadcasting.

A ROYAL COMMISSION is expected to be appointed at an early date by the Canadian government to inquire into Canadian radio and television broadcasting, Prime Minister Louis St. Laurent told the Canadian House of Commons at Ottawa on May 19. The inquiry, he hinted, might look into the possibility of a change in government policy to allow more than one television station to be licensed in any one Canadian city.

Radio and tv have been taking a great deal of time of Parliamentarians in recent weeks. The Parliamentary Broadcasting Committee, in its investigations of the Canadian Broadcasting Corp. during the past week, learned from CBC officials that travel costs of $313,000 in the past fiscal year and entertainment expenses of $26,000 were not out of line considering the CBC has 22 operating offices and over 4,000 employes and has to entertain industry executives from many countries over a vast territory.

The committee also was told by G. W. C. Brown, director of telecommunications in the Dept. of Transport, that regulations are under preparation for the licensing of community television antennas. Mr. Brown stated that there were a number of applicants for community antennas for fringe areas of tv stations.

A. D. Dunton, CBC board chairman, questioned by the committee on competition from privately-owned stations in major Canadian markets where only CBC stations are now in operation, stated that the CBC would be against unfair competition. He pointed out that competition would increase CBC expenses to do a continually better job of turning out Canadian tv programs. He felt that independent stations would import network or film shows from outside Canada to keep their costs down, and would not endeavor to develop Canadian programs, a requirement of the CBC under the Canada Broadcasting Act.

Announcement by Prime Minister St. Laurent that a Royal Commission inquiry into radio and tv broadcasting is to be established is a change in government thinking, for only recently he had stated in Parliament that a commission or independent regulatory body was not necessary at present. Pressure from his own Liberal Party has grown in recent months for an independent regulatory body to administer both the CBC and independent operators, a job now done by the CBC.

Canadian Broadcasters Urge Independent Regulatory Body

CANADIAN broadcasters appearing before the Parliamentary Committee on Broadcasting at Ottawa last Tuesday urged a change in the Canadian government's single service television policy and the establishment of an independent regulatory body for all broadcasting. The brief was presented to the committee by T. J. Allard, executive vice president of the Canadian Assn. of Radio & Television Broadcasters, with the full board of directors of the CARTB present to answer any committee questions.

The brief asked the committee to consider making recommendations that "there be now permitted licensing of non-government tv stations in all areas of Canada, including Toronto, Montreal, Vancouver, Winnipeg, Ottawa and Halifax. This would not be consistent with the recommendations of the Massey Commission, with the general outline of previous government policy statements, and would give Canadians in these areas a choice of more than one television program at one time from Canadian sources."

Regarding an independent regulatory body, the brief asked the committee "to correct the present situation in which one body competes and regulates at the same time; to bring broadcasting regulation into harmony with parallel regulatory situations in all parts of Canada, and with like situations in every part of the democratic world, and so to create for Canadian broadcasting a regulatory structure based upon fundamental democratic principles."

Highest Tv Tower Planned

WHAT is believed to be the highest television tower in the world—a 2,160 ft. structure to be built of concrete—is planned by 1958 at the Brussels International Exhibition, according to Edouard Anselle, Belgian Minister of Communications. Mr. Anselle told reporters in London last week that the tower will be part of a vast European interchange television system and will eliminate the need for relay stations. The tower will range between 2,160 and 2,180 ft., he said, more than twice as high as the Eiffel Tower.

International Ad Meet Set

INTERNATIONAL advertising conference on "Advertising in World Markets" will be held in Zurich, Switzerland, July 28 and 29 under the auspices of the International Advertising Assn. and the Swiss Advertising Assn. A panel discussion on "Fact Finding on Markets and Media" will present Emilio Azcarraga, Inter-American Broadcasters Assn.; Dr. Eric Stoetzner, *New York Times,* and other members to be announced later.

Swiss Tv May Go Commercial

GOVERNMENT-owned tv in Switzerland will be commercialized if a Swiss Broadcasting System decision is not revised. The SWS board voted 62-11 to allow advertising as an additional source of income "if not very severe reasons against such a measure are submitted." The Swiss press is opposing the proposal.

INTERNATIONAL PEOPLE

T. Gordon Ferris, advertising director, Household Finance Corp. of Canada, Toronto, to Robert Otto & Co. (Canada) Ltd., Toronto, as vice president and director; **G. J. Stacy,** assistant manager, Household Finance of Canada, London, Ont., and **R. A. Pitt,** manager of Household Finance, Halifax, named western and eastern Canadian advertising managers, respectively.

Dean Kaye, chief announcer, CFCF Montreal, appointed production supervisor; **Gordon Sinclair Jr.** named chief announcer.

John M. Ramsay, formerly with international service of Canadian Broadcasting Corp., Montreal, and **Harold S. Stubbs,** announcer and producer, CKVL Verdun, to radio and tv dept., Cockfield, Brown & Co., Montreal.

NEWSPAPER NEWSCAST

FIVE-MINUTE newscast direct from the desk of Ed Jones, editor of the *Salem* (Ill.) *Republican,* is broadcast daily on WCNT Centralia, Ill., according to Benjamin E. Shore, general manager of the station. The program is aired five days a week and has proved very successful, Mr. Shore reports.

'UNCOMMON VALOR' PREMIERE

KTTV (TV) Hollywood transported the press via Greyhound bus to El Toro Air Facilities Base, Santa Ana, Calif., to attend the national premiere of *Uncommon Valor,* new half-hour documentary tv film series telling the story of the Marine Corps and which started on KTTV last Wednesday. The series was launched by a special live telecast including a demonstration of new combat techniques by Marine Corps helicopters. The program was followed by a dinner, the introduction of Gen. Holland "Howlin' Mad" Smith, USMC ret., who hosts the series, and a screening of one of the films. *Uncommon Valor* is produced by Executive Productions and distributed by General Teleradio.

DISCUSSION ON WQAN

DISCUSSION of how extension workers may more effectively use radio to present agricultural and homemaking information to rural, town and city people featured a regional conference two weeks ago of extension agricultural agents and extension home economists from 11 counties in the Scranton, Pa., area. The proceeding was held at WQAN Scranton studios and broadcast on the *Bill Pierce Noon Show.*

N. Y. NEGRO REPORT

BROCHURE based on a Pulse report on the listening habits of the New York metropolitan area's Negro population has been issued by WOV New York, which claims a top popularity among more than 1 million Negroes in the area. The Pulse findings are supplemented with photographs of WOV's Negro personalities, along with lists of national advertisers now on WOV and the agencies which place business on the station.

Auto Auction

NEARLY $30,000 an hour changed hands in an 8½-hour televised automobile auction over KGUL-TV Galveston, Tex., when Lane Oldsmobile Co. staged an all-night "Deal-O-Rama" on behalf of its new cars. With actor Jerry Colonna as m.c. of the May 6, 1:30 p.m.-8 a.m. "autothon," more than 100 cars were sold for a grand total of $250,000 according to the station. As soon as new cars were sold, the trade-ins were brought before the tv cameras and auctioned off, KGUL-TV reports. The show also featured entertainment provided by Dixieland and hillbilly bands, and enthusiastic viewers from as far away as Beaumont, 80 miles distant, were attracted to the site of the telecast, according to KGUL-TV.

BOB AND RAY ON WGTH

BOB ELLIOTT and Ray Goulding, radio-tv comedy team, will air a radio series on WGTH Hartford, Conn., Monday through Saturday, effective June 6, in addition to their broadcasts on WINS New York and WBZ Boston. The team also has a weekly tv show, *The Name's the Same,* on ABC-TV.

'TWO O'CLOCK HIGH'

WTVJ (TV) Miami has distributed to members of Congress and all tv station managers 1,500 copies of a booklet describing its hour-long weekly successful teenage program, *Two O'Clock High.* The station states it wishes to share its experience in the teenage field in the hope that other communities will inaugurate similar series in their areas. The series is produced in cooperation with the Dade County (Fla.) School Board and is a "television vehicle which has succeeded in giving the viewing public of south Florida an awareness of the teenager. . . ." On the average of 250 to 300 students take part in the presentation each week and as many as 800 have participated. The program also helps reduce juvenile delinquency, according to WTVJ.

WOR-AM-TV New York salesmen will be taking to the air for sales in this Beechcraft Bonanza. L to r: Charlie Philips, WOR-TV sales manager; Bill Dix, WOR sales manager; Bob Kolb, WOR-AM-TV regional sales manager, and Carl Getchell, account executive. Plane is expected to speed up client calls in the stations' 13-state coverage area.

BMI
THE DOOR IS STILL OPEN
RECORDED BY
DON CORNELL . . . . . Coral
THE HILLTOPPERS . . . . . Dot
THE CARDINALS . . . . . Atlantic
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WIBW CBS RADIO in Topeka
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Rep. Capper Publications, Inc.

OLD FAVORITES

NEW PROGRAM, *McCoy's Music Shop*, has been started over the Intermountain Network, Salt Lake City, originating on KALL there. The show features disc m.c. Ron McCoy airing all-time hit records which he has collected over a ten-year period. Many of the records are rare collector's items, according to IN. Mr. McCoy, who is manager of operations for the 52-station network, also relates stories of stars and their top discs.

HELP WANTED

WKNE Keene, N. H., has started a series of "help wanted" programs, broadcast every morning Monday through Saturday. The first program was aired May 16 and by the following noon the station received word that four jobs had been filled as a direct result. The show is prepared in cooperation with the employment security offices in the station's primary coverage area.

WFBM 'HOOSIER HOUSE PARTY'

WHEN its emphasis goes to local programming June 6, WFBM Indianapolis plans to give its audience a new hour-long live musical program, *Hoosier House Party* Monday through Friday. With the majority of its day to be originated locally, the station's programming will be supplemented by ABC and Mutual shows. *Hoosier House Party* will be heard from 11 a.m. to noon and will feature 13 of the WFBM's talent lineup. Emcee will be Ken Linn, veteran network broadcaster. Extensive promotion will back up the show during its first few months.

T-DAY

"T-DAY" contest in which 2,500 advertising agency personnel throughout the country are invited to guess the completion time of WTVW (TV) Milwaukee's 1,105-ft tower is underway. Twelve cash prizes totaling $1,000 are being offered by the station. When completed, the tower will be the highest structure in Wisconsin and will give the station comparable coverage with any other in the country, WTVW claims. The contest is a companion to the consumer "T-Day" contest in which $5,000 worth of prizes, including a new Plymouth and a color tv set, are being given away. Entries in the consumer contest are averaging 300 a day, according to the station. The contests close June 25 and the exact second of completion will be determined in a stop-watch ceremony by WTVW officials.

NEW mobile radio studio of WXYZ Detroit, housed in a specially designed 33-ft. trailer which allows passers-by to watch actual broadcasts, has been put into operation. Visiting the studio are (l to r): James G. Riddell, president of WXYZ Inc. (WXYZ-AM-TV); Hal Neal, manager of WXYZ sales; Fred Wolf; Phil Brestoff, WXYZ manager; John Lyon, WXYZ sales representative; Robert Baldrica, advertising and promotion manager of WXYZ, and Harold Christian, WXYZ vice president.

TOP VALUE WEEK

SALES GAINS of up to 400% for participating products were reported as a result of the Top Value Week merchandising plan inaugurated by KFSD-TV San Diego, according to Jay Grill, sales manager. The plan includes in-store point-of-sale promotion, stack displays and cards, shelf strips, newspaper advertising by KFSD-TV and the participating stores and of on-the-air ID spots. One such week, conducted in the three-store chain of Roy's Markets in the city, brought 400% sales increases in Chase & Sanborn coffee and Nabisco Ritz crackers. Similar gains in the same and other chains, from 20% to 300%, were also recorded.

WTTG (TV) SALES CONTEST

SALES CONTEST for its account executives has been instituted by WTTG (TV) Washington. Prizes, ranging from "new automobiles and mink capes to portable radios and electric razors," will be awarded on the basis of new business written and any dollar increase in current business. WTTG thinks the contest sales drive will be successful because any "account executive who doesn't bring home his share of the magnificent loot offered had better be sure his membership dues in the YMCA are paid up."

'SANDLOT GAME OF THE WEEK'

"SANDLOT Game of the Week" will be televised this summer by WNBK (TV) Cleveland with the Cleveland Coca-Cola Bottling Co. as sponsor. Starting June 4, greater Cleveland youngsters, from 12 to 21, will appear before WNBK cameras Saturdays, noon to 1 p.m. Gail Egan, veteran sportscaster and publicist, now public relations director of the Cleveland Recreation Dept., will do the play-by-play. Tentative plans call for the appearance of leading athletes and sports personalities as guests.

SIGNATURES FOR WKMI

WKMI Kalamazoo, Mich., staged a contest in which contestants were to solicit the signatures of listeners of the station. A list of at least 15 names won a WKMI cigarette lighter and the three contestants with the highest number received diamond rings. Thousands of entries were received, according to the station, with the top three containing 2,104, 1,462 and 915 signatures.

WCOJ BROCHURE

WCOJ Coatesville, Pa., has sent advertisers and agencies a brochure billing itself as first in public service, with the news and in facilities. The brochure also says the station is in an area of "first class industry," listing the names of the manufacturers. WCOJ won first prize in the *New York Herald Tribune* Fresh Air Fund competition, was first with the news of a recent twister in the area, beating other media by hours, and utilizes "first class facilities" for "first class broadcasting."

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'BRIDES SCHOOL'

"BRIDES SCHOOL" section to the mid-morning *Club 4* show of Grace Lundberg on KTVT (TV) Salt Lake City has been added "in preparation for the 'marry, marry' month of June." The section started May 16 and covers fashion, etiquette, honeymoon spots and other items of interest to the prospective brides and their families. Subjects on "Brides School" include a marriage counseling discussion; a feature on furniture a bride should consider in setting up her first home; etiquette and protocol of a wedding reception, and others.

MCCAW AT BANQUET

J. ELROY McCAW, owner of WINS New York and several radio-tv stations in the West and Honolulu and president of the Washington State Assn. of Broadcasters, was the guest of honor and speaker at the Ninth Annual Awards Banquet at the State College of Washington May 14. The banquet was sponsored by the National Collegiate Radio & Tv Guild and KWSC Pullman, Wash., owned and operated by the school. Mr. McCaw, a Washington State graduate, presented the Edward R. Murrow and Judith Waller awards to the outstanding young man and woman in radio and tv at the college.

RECORD CONTEST

SPECIAL PROMOTION in cooperation with Coral Records was conducted by KNUZ Houston, Tex., in which the station asked listeners to guess the number of times during a week it played Lawrence Welk's Coral recording, "Hey, Mr. Banjo." The record was spun 177 times during the week, including times when just portions of the disc were played. KNUZ reports 1,263 entries were received with 13 having the correct answer. Based on earliest postmarks, prizes were a radio-phonograph combination, seven electric coffee makers and five new record albums.

PICK TEMPLE, cowboy star and host of his own program on WTOP-TV Washington, signs what is described as "the largest contract ever negotiated between a Washington advertiser and an entertainment personality." The five-year, $250,000 pact with Giant Food Department Stores is witnessed by Clarkson Gemmill (l), Giant stores advertising and public relations director, and Robert S. Maurer of Henry J. Kaufman & Assoc.

Teamwork in Tulsa

TELEVISION, a magazine and a shopping center teamed up in Tulsa, Okla., to climax a two-week promotion with an hour-long tv show that brought plaudits from all concerned. KOTV (TV) Tulsa joined with *Life* magazine and the Utica Square shopping center in an elaborate production which was designed as the pattern for a series of *Life* promotions to be launched in other cities. The show originated from an outdoor garden area in Utica Square.

Featured in the program, titled *Life Under the Stars,* were Gov. Raymond Gary of Oklahoma; officials of *Life* and *Time;* movies starlets, and KOTV representatives Cy Tuma, newscaster; Hugh Finnerty, sportscaster; Barbara Smith, women's page editor, and Dick Campbell, operations manager. Mr. Campbell served as m.c. of the telecast.

Highlight of the program was the selection of the winning contestant in the Oklahoma Tulip Maid contest. The winner is scheduled to make a guest appearance on CBS-TV's *Toast of the Town* and then fly to Holland as a guest of KLM Dutch Royal Airlines and the Associated Bulb Growers of Holland. Two other Tulsans won trips to Mexico City and Acapulco as guests of American Airlines.

BASEBALL CONTEST

WEEKLY baseball contest in which listeners predict the outcome of a week's National League activity is being conducted by WFOX Milwaukee. Scorecards with printed baseball bases are distributed by the station. On first base contestants predict the team which will score the most runs during a week; on second, the number of runs the Braves will score; third, the runs all National League teams will score; at home plate, the home runs all NL teams will hit. If the first two bases are guessed correctly, entrants win tickets to the Brave games; the first three, Brave tickets plus $500 in cash; if all four are correct, an all-expense paid trip to all the 1955 World Series games is won, in addition to the other prizes.

WPTR 'NEWSBEAT'

NEWSBEAT on newspapers of several hours is claimed by WPTR Albany, N. Y., for its on-the-spot coverage of a $150,000 fire to the New York Central main passenger bridge between Albany and Rensselaer, N. Y. Within minutes after the blaze broke out and before most of the fire fighting equipment had arrived at the two-alarm fire, Ken Parker, WPTR news director, was at the scene giving an eye-witness account. Regular programming schedules were interrupted in order that he might be the first to bring the news.

MBS TO COVER GOLF EVENT

MBS will air five shows in its coverage of the 14th annual Palm Beach Golf Tournament, held June 1-3 at Long Island's Deepdale Golf Club for benefit of the New York Boys' Club anti-delinquency program. Among "amateur celebrities" slated for Wednesday's round: Thomas F. O'Neil (president and board chairman of Mutual), Dan Topping, J. H. Whitney, Robert R. Young (New York Central board chairman) and former Army Secretary Frank Pace Jr.

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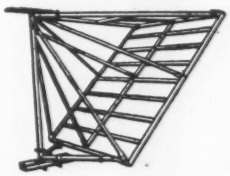

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Station Authorizations, Applications

(As Compiled by B • T)

May 19 through May 25

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations

As of April 30, 1955 *

	AM	FM	TV
Licensed (all on air)	2,704	522	134
CPs on air	13	17	†319
CPs not on air	98	13	121
Total on air	2,717	539	453
Total authorized	2,815	552	574
Applications in hearing	127	3	180
New station bids in hearing	69	0	127
Facilities change requests	142	9	38
Total applications pending	823	80	196
Licenses deleted in April	0	1	0
CPs deleted in April	1	0	4

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially, but station may not yet be on air.

* * *

Am and FM Summary through May 25

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,725	2,707	125	214	67
Fm	539	522	32	3	0

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	283	322	607[1]
Noncom. Educational	17	18	35

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	310	106	416
Noncom. Educ. on Air	9	3	12

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	964	337	744	539	1,284[2]
Noncom. Educ.	58		30	28	58[3]
Total	1,022	337	774	567	1,342[4]

[1] One hundred-forty-one CPs (29 vhf, 112 uhf) have been deleted.

[2] One applicant did not specify channel.

[3] Includes 35 already granted.

[4] Includes 640 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTIONS BY FCC

Shreveport, La.—Shreveport Television Co. granted vhf ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,207 ft., above ground 1,200 ft. Estimated construction cost $379,184, first year operating cost $350,256, revenue not estimated. Post office address: 516 Crockett Street, Shreveport, La. Studio location: 3318 Line Avenue. Transmitter location: 2 miles E. of Mooringsport, La. Geographic coordinates 32° 40′ 44″ N. Lat., 93° 55′ 18″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Weaver & Glassie, Washington. Consulting engineer L. J. N. du Treil & Assoc. Principals include Manager **Don George** (43%), **Ben Beckham** (25%), **William C. Henderson** (7%), and **Henry E. Linam** (25%). Granted May 20.

Bismarck, N. D.—North Dakota Bcstg. Co. (KXJB-TV Valley City, KCJB-AM-TV Minot, N. D.) granted vhf ch. 12 (204-210 mc); ERP 13.2 kw visual, 6.6 kw aural; antenna height above average terrain 310 ft., above ground 279 ft. Estimated construction cost $49,550, first year operating cost $36,000, revenue $60,000. Post office address % John W. Boler, Box 32, Fargo, N. D. Studio and transmitter location State Capitol Bldg., Bismarck, N. D. Geographic coordinates 46° 49′ 45″ N. Lat., 100° 46′ 55″ W. Long. Transmitter and antenna RCA. Legal counsel D. F. Prince, Washington, D. C. Consulting engineer Lloyd R. Amoo, Valley City, N. D. Principals include Pres. **John W. Boler**, pres.-gen. manager-majority stockholder Jamestown Bcstg. Co., licensee of KSJB Jamestown, N. D.; Sec. **John Hjellum**, attorney, and Jamestown Bcstg. Co. (61%). Granted May 18.

APPLICATION

Las Vegas, Nev.—Moritz Zenoff (KBMI Henderson, Nev.), vhf ch. 13 (210-216 mc); ERP 12.7 kw visual, 6.8 kw aural; antenna height above average terrain 98 ft., above ground 207 ft. Estimated construction cost $74,900, first year operating cost $200,000, revenue $250,000. Post office address 343 Desert Inn Rd., Las Vegas. Studio and transmitter location Fremont Hotel, 2d & Fremont, Las Vegas. Geographic coordinates 36° 10′ 12.3″ N. Lat., 115° 8′ 34″ W. Long. Transmitter and antenna RCA. Legal counsel David Zenoff, Las Vegas. Consulting engineer Grant R. Wrathall, Aptos, Calif. Mr. Zenoff is owner of the Boulder City (Nev.) *News* and the *Henderson Home News*. Filed May 20.

Existing Tv Stations . . .

ACTIONS BY FCC

WPRO-TV Providence, R. I.—Cherry & Webb Bcstg. Co. granted mod. of CP for ch. 12 to change ERP to 309 kw visual, 182 kw aural; antenna height above average terrain 610 ft. Granted May 19; announced May 24.

New Am Stations . . .

ACTIONS BY FCC

Washington, Iowa—John Garrett tr/as Washington County Bcstg. Co. granted 1220 kc, 250 w daytime. Post office address 205 S. Marion Ave. Estimated construction cost $7,700, first year operating cost $27,000, revenue $35,000. Mr. Garrett is radio engineering consultant. Granted May 25.

Harlan, Ky.—KY-VA Bcstg. Corp. (WTCW Whitesburg, Ky.) granted 1410 kc, 1 kw daytime. Post office address Box 398, Whitesburg, Ky. Estimated construction cost $14,967, first year operating cost $30,000, revenue $37,000. Principals include Pres. **Kenneth J. Crosthwait** (97.5%); Vice Pres. **Donald S. Crosthwait** (0.4%), and Sec.-Treas. **Betsy S. Crosthwait**. Granted May 18.

Plymouth, Mass.—Plymouth Rock Bcstg. Co. granted 1390 kc, 500 w daytime. Post office address % Robert Clark Jr., 106 Main St., Brockton, Mass. Estimated construction cost $16,415, first year operating cost $35,000, revenue $40,000. Principals include Pres.-General Manager **Joseph M. Corcoran** (51%), show salesman; Treas. **Robert G. Clark Jr.** (39%), attorney, and **Eleanor Corcoran** (10%), school teacher. Granted May 18.

Monroe, Mich.—Charles S. McIntyre granted 560 kc, 500 w daytime, directional. Post office address 1426 E. 1st St., Monroe, Mich. Estimated construction cost $48,030, first year operating cost $65,000, revenue $75,000. Mr. McIntyre is associated with manufacturer of automotive parts and accessories. Granted May 25.

Clarksdale, Miss.—Anne P. McLendon, Harding Corley & Harvey T. Ross d/b as Coahoma Bcstg. Co. granted 1600 kc, 1 kw daytime. Post office address % Harvey T. Ross, P. O. Box 339, Clarksdale. Estimated construction cost $14,500, first year operating cost $32,400, revenue $43,200. Principals in general partnership include **Anne P. McLendon** (60%), retail furniture; **Harding Corley** (20%), accountant, and **Harvey T. Ross** (20%), attorney. Granted May 18.

Washington, N. J.—Simon Geller granted 1580 kc, 250 w daytime. Post office address 537 45 St., Union City, N. J. Granted May 25.

Spruce Pine, N. C.—Toe River Valley Bcstg. Co. granted 1470 kc, 1 kw daytime. Post office address % Tom N. Cooper, RFD #1, Box 20-B, Spruce Pine. Estimated construction cost $14,000, first year operating cost $25,000, revenue $30,000. Principals include Pres. **Tom N. Cooper** (41.3%), drive-in theatre owner; Vice Pres. **O. D. Calhoun** (2.7%), motion picture theatre manager; Sec.-Treas. **Baxter D. Johnson** (2.7%), electrical contracting; **Joe B. Cooper** (11%), and 21 other stockholders, none holding more than 3% interest.. Granted May 18.

APPLICATIONS

Eau Gallie, Fla.—Mel-Eau Bcstg. Corp., 1050 kc, 500 w daytime. Post office address 512 Riverview Drive, Melbourne, Fla. Estimated construction cost $15,550, first year operating cost $36,000, revenue $40,000. Principals include Pres. **Norman E. Jorgensen** (25%), pres.-41.6% owner WSBB New Smyrna Beach, Fla., 40% owner new am station at Herkimer, N. Y., and D. C. attorney; Sec. **Seymour Krieger** (25%), sec.-treas.-41.6% owner WSBB and D. C. attorney; Treas. **Victoria C. Martin** (25%), former employe at WMMB Melbourne, Fla., and Vice Pres. **A. V. Catterton** (25%), general manager-⅛ owner of WSBB. Filed May 16.

Sanderville, Ga.—Washington Bcstg. Co., 1490 kc, 250 w unlimited. Post office address Morningside Drive. Estimated construction cost $12,200, first year operating cost $40,000, revenue $48,000. Principals include Pres. **Jack Bradley** (½), 48% stockholder WCON Cornelia, Ga., and Vice Pres. **Claude Williams Jr.** (½), 48% stockholder WCON. Filed May 18.

Skowhegan, Me.—Pineland Bcstg. Co., 1150 kc, 1 kw daytime. Post office address 89 Congress St., Rumford, Me. Estimated construction cost $16,896, first year operating cost $40,000, revenue $45,000. Principals include Pres. Melvin L. Stone (55.4%), pres.-49.8% of WRUM Rumford, and Treas. **Edward J. Trembley** (44.3%), chief engineer WRUM. Filed May 18.

Milford, Mass.—James W. Miller, 1490 kc, 250 w unlimited. Post office address Blanchard Bldg., Southbridge, Mass. Estimated construction cost $13,000, first year operating cost $40,000, revenue $50,000. Mr. Miller is pres.-50% owner WESO Southbridge, Mass., and pres.-treas. of The Tele-Pool Corp., radio-tv advertising agency. Filed May 18.

(Continued on page 115)

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

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Managerial

Sales manager, New Mexico. Need imagination, versatility and aggressiveness. Future station manager. Good salary. All details first letter. Box 540A, B•T.

General manager must be successful sales manager. Young, aggressive, anxious for promotion similar position, metropolitan market. East. Unusual opportunity. Box 649A, B•T.

Wanted: Commercial manager for small, high-income, non tv market. Salary plus commission. Opportunity to earn good money. Send full details first letter, photo, references, and tape if you do air work. Must be aggressive, honest and reliable. No floaters. Car necessary. KSCB, Liberal, Kansas.

Salesmen

Wanted: Man or woman salesman. $50 a week, plus 25% commission. Box 176A, B•T.

Salesman for outstanding western New York station in an outstanding city. Excellent opportunity with salary, plus commission. Send full information to Box 616A, B•T.

For Your

PERSONNEL NEEDS

LOOK TO

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SCHOOL OF RADIO-TELEVISION-THEATRE

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Broadcast and Advertising executives recognize Leland Powers remarkable leadership in Radio and Television training. Because L.P.S. has trained so many students for successful broadcasting careers—MORE and MORE radio, television, and agency executives are employing MORE and MORE Leland Powers graduates.

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LELAND POWERS SCHOOL

GRADUATE RELATIONS DEPARTMENT

25 EVANS WAY, BOSTON 15, MASS.

Lic. by Comm. Mass. Bd. of Ed.

RADIO

Help Wanted—(Cont'd)

Immediate opening radio time salesman with or without first phone ticket. Guarantee $380.00 monthly and commission. Send experience and photo. KCHJ, P. O. Box 262, Delano, California.

Wanted: two salesmen for CBS affiliates. $100 weekly salary, plus commission. Apply in person only. WAIM Radio and TV, Anderson, S. C.

Experienced salesman. 15% commission. Immediate list of excellent active accounts. Ideal working conditions. Chance for advancement in broadcasting. Send full details to Wayne Wright, WBCK, Battle Creek, Michigan.

Managers—salesmen. Our men earn from $6,000 to $12,000 yearly selling special features for radio and tv station from coast-to-coast since 1931. We prefer married couples (wives can earn $60-$80 weekly) who can travel continuously. Write Merle V. Watson, Inc., First National Bank Bldg., Peoria, Ill.

Announcers

Humorous DJ—Fast flowing ad lib. Jovial, full of fun, infectious personality. Production minded. Actor background. Single. For Pa., N. Y., Michigan, Ohio, Illinois area. Box 933G, B•T.

Experienced announcer. Must have above average delivery, voice and intelligence. West Pennsylvania indie. $75 up. Send tape, photo and resume. Box 526A, B•T.

One of America's great independent stations will hire top-flight disc jockey. Don't answer unless you are capable of hard sell and strong in audience building. This is a major job in a major market. Box 555A, B•T.

Attractive opening for staff announcer; extra inducements for man who can broadcast play-by-play. Flexible working arrangements if can sell, with additional income based on production. Box 592A, B•T.

Fast growing regional station in Illinois—not Chicago—wants to add to its staff a young announcer who also can write news. Fine opportunity to get ahead in highly successful newspaper-radio organization which needs alert, resourceful young men. Prosperous, unusually progressive community. Best working conditions, liberal salary, bonus, extra benefits. Send full details, audition, to Box 603A, B•T.

Hard-hitting announcer who can really sell 'em. Experienced in mail order pitching desired, but not necessary. Must be versatile, sober, reliable. Group owned stations; excellent future; good starting salary. This station 50kw clear channel, in medium-sized midwestern city. Send photo, tape, educational background and complete resume of previous and present employer. Send to Box 613A, B•T.

Announcer with more than three years experience to learn sales. Salary and commission. Box 625A, B•T.

Experienced baseball play-by-play announcer with staff job after season ends. Send tape, photo, references to Box 638A, B•T.

Miami, Florida market. Old, established network affiliate needs top morning DJ who can prove current high-rated record and sales. None others need apply. Submit current ratings, sales stories, background, references, picture, tape audition, salary required. Box 648A, B•T.

Want dependable married night duty experienced announcer. ABC network. Send resume. KFRO, Longview, Texas.

DJ, straight disc job. Good hours and pay. Two years experience. Details and picture to WFIN, Findlay, Ohio.

Immediate opening for engineer-announcer. Must have experience in announcing. Clint Formby, KPAN, Hereford, Texas.

RADIO

Help Wanted—(Cont'd)

Announcer. Have immediate opening for personality DJ hillbilly and pop work. Southeasterner preferred. Contact manager or send tape and letter WACL, Waycross, Georgia.

Attention—hillbilly morning men! Need immediately. Character hillbilly DJ that can capture early morning audience and sell commercial! Write: Rex Osborne, Manager, Radio Station WPRT, Prestonburg, Ky.

Technical

Radio operator for control board, some maintenance. Midwest's most modern am and tv station. Chance to break into tv. Box 549A, B•T.

First class engineer, reliable, steady, report at once. Will be chief. Phone Carty, WWGP, Sanford, N. C.

Production-Programming, Others

Reporter-newscaster—send complete information. KVOR, Colorado Springs.

Copywriter, typist. Give full details. WFIN, Findlay, Ohio.

Situations Wanted

Managerial

Three years: Sales manager; five years; radio sales; ten years radio experience; seeking exceptional, permanent sales opportunity. Box 601A, B•T.

Is your log jammed? Want a fulltime manager? Percentage only, you gain, I gain. Seven years experience, engineer, announcer, program and sales. 34, family. Presently employed as assistant manager. Box 628A, B•T.

Manager—sales manager. Desires permanent move with future. Eight years all phases independent radio. Successful record. Top business and personal recommendations guaranteed. High calibre station only. Box 637A, B•T.

General manager—thoroughly experienced, 15 years all phases, including sales, successful. Desires medium or small market. Excellent references. Box 639A, B•T.

Florida: Ten years radio—five as sales manager. Excellent programming background. Will arrange personal interview. Box 640A, B•T.

Former radio station owner desires management or chief engineer position. Experienced all phases of broadcast including FCC detail work in engineering. 12 years broadcast with top billing stations. Box 641A, B•T.

Salesmen

13 years selling radio also sports. Like permanent job southeast. Box 612A, B•T.

Announcers

Superior, experienced announcer available. Good salary, working conditions required. Family. Box 326A, B•T.

Excellent announcer . . . nine years experience. First phone . . . employed. Wants Florida. Box 376A, B•T.

Announcer, disc jockey, veteran, 25, single. Versatile, earnest worker, seeking experience, radio-tv training, broad musical knowledge, pleasing personality, photo, tape, resume. Box 528A, B•T.

Announcer—DJ, strong news, excellent commercials, college graduate, veteran—tape and resume. Box 554A, B•A.

Negro disc jockey, rhythm and blues, with commercial, Good spiritual. Box 563A, B•T.

Announcer. Third phone. Sharp on news, DJ, ad-lib. Will travel. Box 580A, B•T.

Personality DJ. 10 years radio. Want large market. Good base plus talent. Employed. Family. Box 591A, B•T.

Announcer-engineer seeks advancement. Six years experience. Music, news, and sports. Box 594A, B•T.

Announcer-copywriter with first class license. Also experienced in small market management, sales and programming. Seeks opportunity in southern city. Work samples and references. Will phone immediately to arrange interview. Box 597A, B•T.

DJ-newsman. Seven years experience including news gathering and writing. Strong pitchman. Conscientious, sober family man. Currently employed CBS-AM-TV outlet. College-music background. Seeking honest employer, living wage and chance for advancement. Box 599A, B•T.

Staff announcer, news, sports, DJ, commercials, control board, third ticket. Married, veteran, will travel. Tape, resume on request. Box 600A, B•T.

RADIO

Situations Wanted—(Cont'd)

Summer replacement announcer. Experienced, mature. Also copy. Taught radio production. Box 602A, B•T.

Light experience, good potential, excellent commercials and news, have sales ability. Box 606A, B•T.

Sportscaster—wants agency or big station connection. Interested only in college or professional football and basketball and AAA or major league baseball. Topnotch sports and mc. Available after Sept. 5th. Now employed metropolitan market. Top references. Tapes and film. Prefer east, midwest or California. Box 611A, B•T.

Staff announcer—strong news, good commercial delivery, married with child, request midwest area. Box 617A, B•T.

Announcer—3 years experience. Married, veteran. Seeks permanent position. Tape, photo, details on request. Box 618A, B•T.

Dramatic radio experience. Would like position as staff announcer. Recent Midwestern Broadcasting School graduate. Single, veteran. Box 619A, B•T.

Announcer: Interested in news and sports; city class D or C baseball. Prefer south. Employed. Tape. References. Reply Box 620A, B•T.

Single—all around announcer—DJ. Sports and play-by-play. No drifter. Limited experience. Good clear bass voice. Will travel anywhere if offer is good. Tape and resume upon request. Box 622A, B•T.

Deejay-announcer-cartoonist. Interested in permanent position with potentialities. Eleven years experience including major markets. Ideal for tv, radio, or both. West coast preferred but will travel for good deal! Tape, photo and resume immediately upon request. Box 623A, B•T.

Somewhere there must be station willing to pay a living wage to really top combo man . . . 8 years experience . . . capable chief . . . make an offer. Box 624A, B•T.

Chicago preferred. 5 years radio and tv commercial copywriting. Experienced in promotion. Male. College grad. Married. Box 626A, B•T.

Experienced, mature announcer, newsman, DJ, writer. Employed midwest, want west coast. Available interview last week June, first week July. Married, family. Box 629A, B•T.

Announcer presently employed present location eight years desire to relocate, experienced all phases of broadcast and sales. Excellent news DJ. Family, 32, sober, stable, reliable. Box 632A, B•T.

Announcer—army veteran, desires staff opening, 1 year experience, will travel, tapes to go. Box, 633A, B•T.

General manager—fully experienced all phases radio, including engineering and construction. Young family man with excellent record. Will manage and engineer or lease am station. Strong on sales and good operation. Box 636A, B•T.

Announcer, negro, crazy bop disc jockey, light experience, tape available. Box 642A, B•T.

Experienced negro DJ, announcer, excellent references, will travel, tape on request. Box 643A, B•T.

Announcer, excellent news, DJ, play-by-play. Reliable. Available now! Tape. Box 645A, B•T.

Ambitious young deejay—nice commercials. Recent graduate. Willing to work hard—easy to please! Box 646A, B•T.

Announcer—authoritative news. Good commercials, DJ. 25, vet. Tape, resume. Box 647A, B•T.

Top-flight experienced announcer seeks change. Presently with major market indie. College grad, NBC trained. Know all phases. Want progressive station that offers fine future. Box 649A, B•T.

Radio-television staff announcer. 8 years radio, 20 months tv. No floater—last station 7 years. Seek new opportunity in larger market. Single, veteran, 31, car. Available immediately. Write Ken Bryant, Box 132, RR 3, Mound, Minnesota, or call Mound, Minnesota, 905-J.

DJ, live voice, versatile, sports, play-by-play, 28, married, vet, two years experience, reliable. Pete Franklin, 73 Propp Avenue, Franklin Square, L. I., New York. Floral Park 2-6268.

Mature announcer, 28, 1st phone, sales experience, 5 years in radio. Available June 1st. Tv or am. Morris Genthner, 329 Grace, Newark, New York. Phone 1112J.

Experienced announcer—solid background, relocating permanent connection. General staff, smooth platter man, teen-age appeal, commercial personality. Travel, references, tape. Tom Hopkins, Box 92, Bernardsville, N. J.; Bernardsville 8-0538.

Announcer—Staff, singer. Strong on news, commercials. Do copywriting, DJ, 3rd class ticket, married, will travel. Tony Lamont, 1153 70 Street, Brooklyn, N. Y.

RADIO

Situations Wanted—(Cont'd)

Announcer: Radio school graduate needs start. News, friendly DJ, commercials, college, married, vet. Mike Lepre, 760 William St., Harrison, New Jersey.

Small stations only. Announcer, copywriter. Strong commercials, news. James L. Moran, 1061 Mayfair Road, Union, New Jersey.

Summer replacement; Chicago area; college man; experienced; available immediately. Paul Scott, 5736 Henderson; Chicago. AV 3-5092.

Announcer—excellent, cultured voice. Varied experience. Single, MC, commentator, actor—radio, tv, stage. Top-class newscaster, classical music commentator. Do not have "common touch", station desiring such need not contact me. Tape and pix, William Timblin, German Dept., Lincoln-Hall—University of Illinois, Urbana, Illinois.

Staff announcer. Superior, friendly, mature voice. Strong news, commercials. Some copywrite. Recent graduate. Reliable family man. New England to midwest. Matt Watson, 24 Wappanocca Avenue, Rye, New York.

Technical

Chief engineer—salesman, 7 years experience, good billing, family man, desire change, prefer midwest remote control. Box 517A, B•T.

Chief engineer-program director. First class ticket. Thoroughly experienced both. Can do sports and copy. Southern stations only. Box 546A, B•T.

First phone engineer. 13 months experience. 10 am transmitter, 3 tv. Age 29, married. Midwest preferred. Box 590A, B•T.

Engineer-announcer-first phone. Experienced in maintenance. Limited experience in announcing, married, sober, reliable. Prefer Texas, Stewart Bean, 211 Elm Ave., Dumas, Texas. Phone 2-5416.

Programming-Production, Others

PD for successful midwest indie looking for an opportunity. Familiar with all phases. Seven years experience, married, 27. Consider all offers. Box 615A, B•T.

Ten years radio. News, promotion, programming. Mature voice. Good disposition. BA degree. Family. $6,000. Midwest preferred. Box 621A, B•T.

Girl, college background, newspaper, radio, tv, film experience, desires interesting job. Preferably with travel. Box 630A, B•T.

Proven successful indie program director desires to relocate. Presently employed, present location eight years. Experienced all phases of broadcast and sales also excellent all-around announcer and DJ, country and popular. Family, 32 years, sober and civic minded. Box 631A, B•T.

TELEVISION

Help Wanted

Managerial

Commercial manager. Operator of well-known am-fm station in southeast now recruiting key personnel in preparation start vhf operations this fall. Immediately interested in young, aggressive commercial manager with sound business judgement and proven sales and executive ability, preferably some tv experience. Excellent opportunity for right man. Replies confidential. Box 607A, B•T.

Salesmen

Sales—outstanding opportunity for salesmen and sales manager KSAN-TV, growing station, ideal market, San Francisco. Send complete experience and qualifications first letter to Norwood J. Patterson.

Announcer

Need young men with or without radio experience. Send complete information to Smullin tv, Box 1189, Medford, Oregon or Box 1021, Eureka, California.

Technical

Well-known radio and fm operator now ready start construction vhf tv station for opening in fall interested in qualified tv technical personnel with tv construction experience. Send complete information background and experience to Box 627A, B•T.

Top tv engineer—thoroughly experienced man capable of taking charge and assuming full responsibility for technical operation of full power vhf station with GE equipment. Write in full, stating salary requirements to Walter M. Windsor, General Manager, KCMC-TV, Texarkana, Texas.

Programming-Production, Others

Experienced film cutter for large metropolitan station, east. Top pay for top man to fill in as summer replacement. Send references, salary requirements and experience to Box 575A, B•T.

TELEVISION

Help Wanted

Tv program director-producer. Operator well-known am-fm stations in southeast now recruiting key personnel in preparation start vhf operations this fall. Immediately interested program director and two top-notch producers. Will consider only experienced, highly-professional applicants of proven ability both production and administrative phases. Those selected these key positions will have excellent opportunity grow with winning tv team. Submit details. Replies confidential. Box 608A, B•T.

Program director would like to enter tv directing. 2½ years PD, 250w indie, northern Illinois. Seven years in radio; announcing, production. Available mid-June. Box 614A, B•T.

California medium market. For network station, needs fast, versatile film editor, who can double in brass, rough art, sets and other production duties. Ideal climate and working conditions. State salary expected and complete background, first letter. Box 651A, B•T.

WLWD-TV, Dayton, requires traffic manager.

Situations Wanted

Managerial

Sales manager. Experience: General sales manager of two vhf stations. Family man, young, aggresive. Wants to settle with progressive operation. Box 595A, B•T.

Programming-Production, Others

Tv producer-director with network experience desires change. Presently employed by a leading net-originating station. Radio and N. Y. ad agency background. Box 519A, B•T.

Offering you economical and intelligent production based on and tempered by direct contact experience. Box 593A, B•T.

WE HAVE YOUR MAN

EXECUTIVE & STAFF LEVELS
CONFIDENTIAL CONTACT

There is no need to burden yourself and your secretary with reams of needless correspondence and dozens of telephone contacts. This work has already been accomplished for YOU by our skilled personnel specialists, headed by Howard S. Frazier, the pioneer TV and Radio Station Management Consultant.

Our placement clients constitute the LARGEST NATION-WIDE POOL of well qualified and carefully investigated personnel ready to go to work for you.

CURRENT AVAILABILITIES
TV AND RADIO

General Managers	Continuity Editors
Commercial Managers	Network Executives
Chief Engineers	Station Managers
Promotion Directors	Technical Supervisors
Producers/ Directors	Program Managers
Special Events Director	Production Managers
Announcers	TV Floor Personnel
Technicians	Announcer/Actors
Newscasters	News Editors
TV Film Editors	Sportscasters
	Film Buyers
	Continuity Writers

INQUIRE ABOUT OTHER CATEGORIES

In most of the above categories we have clients qualified for both major and smaller market stations. Please write or wire your requirements, describing the position, qualifications desired and the salary range.

We will screen availabilities and furnish a carefully selected group for your consideration and direct contact.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.
708 Bond Bldg., Washington 5, D. C.

TELEVISION

Situations Wanted—(Cont'd)

Young woman, thoroughly experienced producer /conductor of women's and public interest shows, am and two years in tv, interested in responsible position with tv station in sizable market. College graduate, related experience in education, public relations, sales service. Box 605A, B•T.

Top sports and newsman contemplating change. 15 years radio news and sports. Two years in television. Network trained plus experience. Served with Associated Press as correspondent and Office of War Information. Sales and on-camera commercial experience. University education. Age 40. Married and father of one daughter. References from top officials. Interested in permanency and minimum of $125.00 per week. Box 634A, B•T.

Producer-director. 2 years experience in all phases of television production: Directing, camera operation, audio and video engineering, film directing of various remote telecasts. Wish to remain in southwestern states. Write F. H. Barron, % KUHT, University of Houston, Houston, Texas.

FOR SALE

Station

Mississippi small market $25,000, ⅓rd down; Florida "Gold Coast," $60,000; Tennessee earning $40,000, priced at $150,000 with liberal terms. Paul H. Chapman, 84 Peachtree, Atlanta.

Southwest. Single station market. Thriving oil, cattle, wheat, cotton center. Retail sales over $20,000,000. County seat. In-town population over 12,500. Detailed inspection of this property and market invited. Principals only. Ralph Erwin. Broker. Box 811, Tulsa.

Ozark recreational wonderland. A station adapted to efficient operation. Combo optional. Year-round recreational and tourist center. Delightful climate. Market inspection invited. Ralph Erwin, Broker, Box 811, Tulsa.

Texas. 250 watts. Long established am operation. One-site facilities. Completely air-conditioned. Ralph Erwin, Broker, Box 811, Tulsa.

Semi-metropolitan southwest. Owner states market over half-million, spending $500,000,000 annually. This station is priced to sell immediately, to dissolve multiple ownership. Please do not request information this station unless ready to buy and operate early date. Ralph Erwin, Broker, Box 811, Tulsa.

Profitable Florida fulltime exclusive. Small industrial city. $67,000.00. Ideal for owner-operator. J. T. Snowden, Box 129, Augusta, Georgia. Qualified clients only.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations **bought and sold.** Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment

For Sale: One Collins 733-A fm transmitter, 2504-R in final stage. Uses GL-2H21 as phase modulator. 1 to 3 kw continous operation. Frequency 103.5 mc. Power demand 8.5 kva. 90% PF at maximum output. space required 37½" deep, 100" wide by 79½ 5/16" high. Perfect condition. Price $5,000.00. Inspection upon appointment. Located southwest Ohio. Write Box 596A, B•T.

Magnecord-two PT-6 tape recorders, amplifier, loop mechanism, mixer, battery operated power supply for remote use. Excellent condition and will sacrifice for quick sale. Gennett Records, Box 38, Foulke Station, Richmond, Indiana.

Presto 6N recorder, Presto PB 17A, 8 hour tape reproducer, A 904 amplifier; best offer JCTech, 880 Bergen Ave., Jersey City, N. J.

For sale: 1-type 250-K RCA 250 watt transmitter. 1-type 681-B General Radio frequency monitor. 1-86-A1 RCA limiting amplifier. Reasonably for immediate shipment, FOB, Sumter. Contact F. B. Creech, Jr., Box 30, Sumter, S. C.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies crystal regrinding, etc., fastest service. Send for catalog. Also monitor and frequency measuring service. Edison Electronic Company, Temple, Texas.

WANTED TO BUY

Stations

Radio station, small or medium market, east of Mississippi. Have 22 years broadcast experience. Replies confidential. Box 644A, B•T.

WANTED TO BUY

Equipment

Radio. Texas, Oklahoma, Arkansas, Missouri, Kansas. Professionally licensed service. Ralph Erwin, Broker, Box 811, Tulsa.

Wanted: 435 foot guyed, insulated am tower, ready for shipment, also used "progar" amplifier. Box 598A, B•T.

Wanted: RCA portable mixer pre-amplifier type OP 7—used. Box 604A, B•T.

Need used fm xmtr, 1 kw or more. State all including lowest price first letter. Box 609A, B•T.

Wanted to buy: RCA-76B audio console or equivalent. Please state price, condition and availability. KSBW-TV, 1651, Salinas, Calif.

Good used 250 watt transmitter, frequency and modulation monitors, limiter, console, turntables, tuning unit. State condition, age, make why removed, lowest prices. WHIT, New Bern, N. C.

Wanted: 1,000 watt transmitter in operating condition. State price and condition. WMFC, Monroeville, Alabama.

Wanted, used, good synchronizing generator. Preferably portable, and video switcher. Write: Chief Engineer, WTOM-TV, 407 N. Washington, Lansing, Michigan.

Wanted: Used 1 kw am transmitter and console, good condition. Send information and price to Rogersville Broadcasting Company, Rogersville, Tennessee.

INSTRUCTION

Your FCC first phone license in a hurry. **Nation's** largest professional school offers brand new, streamlined course. Guaranteed coaching—nationwide placement. Full information rushed to you free (no salesmen will call). Get the best—it costs no more! Northwest Radio & Television School, 1221 N. W. 21st Avenue, Portland 9, Oregon.

Get your FCC first phone license in **8 weeks.** Intensive, personalized instruction in residence or by correspondence. For details, write Grantham School, Dept. 1-K. Address either 6064 Hollywood Blvd., Hollywood, Calif., or 737 11th Street N.W., Washington, D. C.

FCC 1st phone license in 5 to 6 weeks. Bill Ogden, 1150 W. Olive, Burbank, California. See display ad next week.

MISCELLANEOUS

SRT-TV graduates! Interested in tv workshop? Send name, address, phone to: Video Showcase Assn., % Jay Haas, 241 W. 97th Street, New York City.

RADIO

Help Wanted

Managerial

MANAGER WANTED

A successful daytime independent playing specialized music in one of the midwest's biggest markets is looking for a manager. He must have independent station experience and be strong in local sales. Salary and override. Our staff knows of this ad. Write details immediately.

Box 495A, B•T.

RADIO

Situations Wanted

R & B
ANYONE?

hard sell . . . but sells! show moves, can deliver for alert, sharpshooting management in met. market. personal interview.

Box 610A, B•T.

To Station Managers

I have a truly top flight announcer available for your station. Superior commercial delivery, excellent board operator, wide music knowledge, authoritative news delivery, very deep voice. Twelve years in radio, last five at this station. No drifter, married, veteran. I know what a manager wants in an announcer—this man carries my personal recommendation. Contact E. M. Allen, General Manager, KWNO Winona, Minn.

TELEVISION

Help Wanted

Qualified
TV Engineers
Needed

1st class license required. Send resume to Chief Engineer WXEX 124 W. Tabb Street, Petersburg, Virginia.

Situations Wanted

TV TECHNICIAN

Experience in amateur theatre production. Single, age 26, hard worker, will relocate. Willing to accept responsibility. Knowledge of remotes. Good personality, cooperative attitude. Salary secondary. Tv workshop graduate.
Box 652A

FOR SALE

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Wanted to Buy

SMALL MARKET STATION

Interested in single station small market in West, preferably Central California, Washington or Oregon. Will consider Texas. Must be profitable operation at present priced right. Tim Timothy, 75 E. Wacker Drive, Chicago 1, Ill.

(Continued from page 110)

Charlotte, Mich.—Craig E. Davids & Roy W. McLean d/b as Eaton County Bcstg. Co., 1390 kc, 1 kw daytime. Post office address 408 Federal Square Bldg., Grand Rapids, Mich. Estimated construction cost $25,537, first year operating cost $42,000, revenue $50,000. Principals include **Craig E. Davids** (½), attorney, and **Roy W. McLean** (½), accountant. Filed May 17.

Rutherfordton, N. C.—J. S. Meadows & R. R. Hilker d/b as Rutherford Bcstg. Co., 1320 kc 500 w daytime. Post office address % R. R. Hilker, 612 Dartmouth Ave., Gastonia, N. C. Estimated construction cost $9,954, first year operating cost $28,500, revenue $37,500. Principals include **J. S. Meadows** (½), food store owner, and **R. R. Hilker**, general manager-26% owner of WCGS Belmont, N. C. Filed May 16.

Athens, Tenn.—Arthur Wilkerson tr/as Arthur Wilkerson Lumber Co., 1360 kc, 1 kw daytime. Post office address Lenoir City, Tenn. Estimated construction cost $26,337, first year operating cost $25,000, revenue $35,000. Mr. Wilkerson is owner of WILL-AM-FM Lenoir City, and WAEW Crossville, Tenn. Filed May 19.

Existing Am Stations . . .

ACTIONS BY FCC

WWNS Statesboro, Ga.—Robert H. Thompson Jr. granted CP to change from 1490 kc to 1240 kc using its present power of 250 w unlimited time. Granted May 25.

WHLN Harlan, Ky.—Blanfox Radio Co. granted CP to change from 1230 kc 250 w unlimited to 1280 kc 1 kw daytime. Granted May 18.

WFIG Sumter, S. C.—Radio Station WFIG Inc. granted CP to change from directional day and night to directional night only while operating on 1290 kc, 1 kw unlimited; subject to condition that non-directional operation will not be authorized or licensed until WDKD Kingstree, S. C., has commenced program tests and is licensed on some other frequency. Granted May 19.

WOKW Sturgeon Bay, Wis.—Door County Radio Co. granted CP to change from 1050 kc, 250 w daytime to 1260 kc, 1 kw daytime. Granted May 25.

New Fm Stations . . .

ACTIONS BY FCC

Providence, R. I.—Plantations Bcstg. Corp.—granted CP for Class B fm station on ch. 238 (95.5 mc); ERP 3.2 kw; antenna height above average terrain 170 ft. Granted May 25.

Providence, R. I.—General Bcstg. Corp.—granted CP for new Class B fm station on ch. 268 (101.5 mc); ERP 20 kw; antenna height above average terrain 500 ft. Granted May 18.

Existing Fm Stations . . .

ACTIONS BY FCC

WDUN-FM Gainesville, Ga.—Northeast Georgia Bcstg. Co. granted CP to change ERP to 185 w; transmitter-studio location to 1140 Thompson Bridge Road; antenna height above average terrain 540 ft. Granted May 16; announced May 24.

WEFM (FM) Chicago, Ill.—Zenith Radio Corp. granted CP to change ERP to 44 kw. Granted May 19; announced May 24.

STATION DELETED

WINL (FM) Lebanon, Ind.—Radio Station WINL. FCC granted request to cancel license for fm station on ch. 296. Deleted May 17; announced May 24.

Ownership Changes . . .

ACTIONS BY FCC

KWRF Warren, Ark.—Paul Fiser & John G. Rye d/b as Pines Bcstg. Co. granted voluntary assignment of license to Paul Fiser, John G. Rye and Lee Reaves d/b as Pines Bcstg. Co. through sale of ⅓ interest to Lee Reaves, manager of KWRF, for $10,000. Granted May 25.

WRCD Dalton, Ga.—James Q. Honey & Kenneth H. Flynt d/b as Whitfield Bcstg. Co. granted voluntary assignment of license to Whitfield Bcstg. Co. with recapitalization. Principals will now include **James Q. Honey** (50%), **Kenneth E. Flynt** (25%) and **Edwin B. Jordan** (25%). Granted May 25.

KBLI Blackfoot, Idaho—William L. Palmer granted assignment of license to Granite District Radio Co. for $1,000. Granite District Radio is operator of KNAK Salt Lake City, Utah. Granted May 25.

KLEE Ottumwa, Iowa—David M. Segal granted assignment of license to Mid-America Bcstg. Co. for $27,200. Mr. Segal owns 79% of Mid-America Bcstg. Co. Granted May 25.

WLOL Minneapolis, Minn.—Independent Bcstg. Co. granted voluntary assignment to B F R Bcstg. Corp. for $300,000. Principals include **N. L. Bentson, Edmund Ruben** and **Joe Floyd**, each owning ⅓ interest. Same interests own KELO-AM-TV Sioux Falls, S. D., and KDLO-TV Florence, S. D. Granted May 25.

WNRC-AM-FM New Rochelle, N. Y.—Radio New Rochelle Inc. granted voluntary transfer of control to Donald Daniels through sale of 54.4% interest by James A. and Don R. Iodice in lieu of cancellation of $16,800 notes. Mr. Daniels has interest in real estate and investments. Granted May 25.

WTIK Durham, N. C.—WTIK Inc. granted transfer of control from Chanticleer Bcstg. Co. to John B. Harris through sale of 51% interest for $1, plus $3,256 to Gertrude R. Midlen for 9% of stock and cancellation of indebtedness to John H. Midlen. Granted May 25.

WARM-AM-TV Scranton, Pa.—Union Bcstg. Co. granted voluntary transfer of control to William W. Scranton. Mr. Scranton, vice pres.-treasurer of the stations, purchases an additional 740 shares for $740,000 and will now own 790 shares. Martin F. Menolo, president, purchases an additional 84 shares for $8,400 and will now own 207 shares. Granted May 25.

WCDT Winchester Tenn.—Royce E. Richards, Ernest F. Richards Sr. and Ernest F. Richards Jr. d/b as Franklin County Bcstg. Co. granted voluntary assignment corporation to Franklin County Bcstg. Co. Each partner retains identical ⅓ interest. Granted May 25.

KSAM Huntsville, Tex.—Theodore F. Lott & M. B. Cauthen d/b as Huntsville Bcstg. Co. granted voluntary assignment to M. B. Cauthen tr/as Huntsville Bcstg. Co. Mr. Cauthen purchases remaining 50% interest from Mr. Lott for $5,500. Granted May 25.

KHMT Marshall, Tex.—Marshall Bcstg. Co. granted assignment of license to Harrison County Bcstg. Co. for $62,500. Harrison Bcstg. is headed by Edwin W. Mahone Jr. Granted May 25.

WDWD Dawson, Ga.—Dawson Bcstg. Co. granted involuntary transfer of negative control (50%) to The Fulton National Bank of Atlanta, executor of the estate of Ed Stevens, deceased. Granted May 20. Announced May 24.

WROV-AM-FM Roanoke, Va.—Radio Roanoke Inc. granted assignment to WROV Bcstrs., for $45,000. Principals include **Burton Levine** (40%), former station manager WCAN-TV Milwaukee; **Joseph Goodman** (30%), former WPWA Chester, Pa., engineer; **Nidra** and **Leon Levine** (20%), and **Cy Blumenthal** (10%), owner of WCMS Norfolk, and stockholder of WARL Arlington, Va. Granted May 25.

WLSD Big Stone Gap Va.—W. H. Wren Jr., Jean B. Wren & Bradley G. Wren and L. M. Downs executors of the estate of William H. Wren Sr., deceased, d/b as Gap Bcstg. Co. granted voluntary assignment to W. H. Wren Jr. and Jean B. Wren d/b as Gap Bcstg. Co., through purchase of 20% interest from estate of W. H. Wren Sr. for $5,000. W. H. Wren Jr. and Jean B. Wren now will each own 50% interest. Granted May 25.

APPLICATIONS

WFMJ Daytona Beach, Fla.—W. Wright Esch seeks assignment to WFMJ Inc. for $40,000. Principals include **Harold Kay** (50%), vice pres. -25% owner WORC Worcester, Mass., and **Emil J. Arnold** (50%). Filed May 9.

WSBB New Smyrna Beach, Fla.—Broadcasters Inc. seek voluntary transfer of control to A. V. Tidmore through sale of all stock for $15,000 and obligation totalling $29,900. Mr. Tidmore is owner of WPPA-AM-FM Pottsville, Pa., and 22.8% owner of WJEJ-AM-FM Hagerstown, Md. Filed May 17.

WHBN Harrodsburg, Ky.—Pioneer Bcstg. Co. seeks voluntary assignment from corporation to equal partnership C. H. Hulse, Charles R. Shuffett and Frank Orwin d/b as Pioneer Bcstg. Co. Filed May 18.

WMOR Morehead, Ky.—Morehead Bcstg. Co. seeks assignment to new partnership Morehead Bcstg. Co., composed of W. J. Wample, Claude L. Clayton and Roy Cornette. Original partner R. S. Bishop sells his ¼ interest for $700. Filed May 16.

WPXY Punxsutawney Pa.—Jefferson Bcstg. Co. seeks transfer of control to C. H. Simpson through purchase of 41% interest from Farm & Home Bcstg. Co. for $1,263. Mr. Simpson will now own 89%. Filed May 16.

WPLY Plymouth, Wis.—Arthur L. Gerber, Harold C. Steinke, Clair G. Burrill & William C. Fischer d/b as Eastern Wis. Bcstg. Co. seeks assignment to corporation Eastern Wis. Bcstg. Co. Filed May 18.

WEIR Weirton, W. Va.—the Tri-State Bcstg. Co. seeks voluntary transfer of control to WEDO McKeesport. Pa. (25%), Edward J. Hirshberg (15%), pres.-general manager-stockholder WEDO, and Robert E. Badger (10%), station manager-stockholder WEDO. Consideration is $23,200 in back salary and expense due Mr. Hirshberg for managerial services. Filed May 18.

Hearing Cases . . .

OTHER ACTIONS

WHMA Anniston, Ala., Anniston Bcstg. Co.—FCC Examiner James D. Cunningham granted petition to dismiss bid to change from 1450 kc to 1240 kc, without prejudice. Action May 18.

Deintermixture—FCC by order extended the time from May 27 to May 31 for filing reply comments in the deintermixture tv rule making proceedings involving Peoria, Ill., Evansville, Ind., Madison, Wis. and Hartford, Conn. Action May 23.

Fm Allocation—FCC invites comments by June 17 to proposed rule making to amend the tentative allocation plan for Class B fm stations to delete ch. 247 from Greensboro, N. C., and add that channel to Leaksville, N. C., and delete ch. 250 from Danville, Va. Action May 18.

Shreveport, La.—FCC by memorandum opinion and order denied a petition for rehearing filed by International Bcstg. Corp. directed to the Commission's decision released Feb. 18 denying petitioner's application for new tv station on ch. 3 in Shreveport, La., and granting competing application of KTBS Inc. Action May 19.

Cadillac-Flint, Mich.—FCC by order, denied petition by Sparton Bcstg. Co., permittee of station WWTV (TV) ch. 13, Cadillac, Mich., requesting interim stay of grant made April 14 to WJR Detroit for Mod. of CP of station WJRT (TV) ch. 12, Flint, Mich., to specify a new transmitter site and make other changes pending disposition by the Commission of Sparton's protest and petition for rehearing. Action May 25.

WWBZ Vineland, N. J.—FCC by order denied a petition filed by Community Bcstg. Service Inc., to remove from hearing, reconsider and grant application for renewal of license of station WWBZ Vineland, N. J. Action May 19.

INSTRUCTION

EMPLOYERS WANTED . . .

by ambitious men and women highly trained as:

* Announcers	* Costume Designers
* Disc Jockeys	* Wardrobe Managers
* Radio-TV Actors	* Technical Directors
* Make-up Artists	* Floor Managers
* Scenic Designers	* Writers
* Camera Operators	* Program Directors

* Production Assistants

TV BROADCASTERS! SAVE TIME AND MONEY.

Let us help you with your personnel problems WITHOUT CHARGE. Use our Free National Placement Service. It is designed to help you NO MATTER WHERE YOU ARE in the United States.

These men and women are well-screened and highly trained. Give me your specific needs and I will go to work for you NOW. Write: R. H. Deutsch, Vocational Director.

RADIO TELEVISION TRAINING SCHOOL

5100 S. Vermont, L. A. 37, Cal.

CANCELLATION

G. F. Roberts of KGFL, Roswell, N. M., writes:

"Please cancel our ad. Sold equipment day of publication. Absolutely amazed at response."

We don't like to deal with cancellations at B•T. But we are happy that we helped Mr. Roberts sell his equipment with one classified ad insertion.

If you have any equipment gathering dust in your station, why not try B•T and see what results we can get for you, too.

KOAT Albuquerque, N. M.—FCC by memorandum opinion and order, effective immediately, (1) postponed effective date of grant made Feb. 4, 1954, of application of Alvarado Bcstg. Co., to change facilities of station KOAT Albuquerque, N. M., from 1240 kc, 250 w, U, to 860 kc, 1 kw-N, 5 kw-LS, DA-N; (2) designated same for hearing on June 23 and made KOA Denver, protestant, and Broadcast Bureau, parties to proceeding; (3) ordered KOAT to cease operation on 860 kc as of midnight June 17, and resume operation on its regularly licensed facility of 1240 kc with 250 w, U, on or after June 18. Matters pertaining to KOAT application for license on 860 kc are also in issue, with burden of proof placed on KOAT. This case was remanded to FCC by the U. S. Court of Appeals for the District of Columbia on April 14 which granted protest of KOA Denver, to the above grant. Action May 18.

WSIC Statesville, N. C.—FCC adopted memorandum opinion and order granting protest, insofar as it requests hearing, filed by WSIC Statesville, N. C., on April 22, directed against grant on March 23 of application of Iredell Bcstg Co. for new am station on 550 kc, 500 w, daytime at Statesville, N. C.; ordered the effective date of said grant postponed pending hearing to be held June 7 before the Commission en banc; made WSIC and Broadcast Bureau parties to proceeding. Commissioner Hennock voted for evidentiary hearing. Action May 18.

Pendleton, Ore.—W. Gordon Allen. FCC Examiner James D. Cunningham granted petition to dismiss without prejudice application for new am station on 1050 kc 1 kw daytime. Action May 17.

WJET Erie, Pa.—FCC scheduled oral argument for June 7 in proceeding involving application of The Jet Bcstg. Co., for construction permit to change frequency of station WJET Erie, Pa., from 1570 kc to 1400 kc and hours of operation from daytime only to unlimited time, with power of 250 w. Action May 19.

YORK Harrisburg, Pa.—FCC by memorandum opinion and order, denied petition of The Helm Coal Co., permittee of WNOW-TV, ch. 49, York, Pa., filed March 29, to substitute ch. 15 or 21 for ch. 49 in York, Pa., and petition of Patriot News Co., permittee of WTPA (TV), ch. 71, Harrisburg, Pa., filed March 31 to substitute ch. 21 for ch. 71 in Harrisburg. Action May 19.

Rules and Standards Amended—FCC by report and order, amended Part 3 of its Rules and Regulations Governing Radio Broadcast Services and its Standards of Good Engineering Practice Concerning Standard Broadcast Stations to bring them up to date, and to transfer certain am engineering standards to the rules. In so doing, it finalized, with some modifications, rule making proposals of May 6, 1954, to become effective June 30. One major change is to provide for "type acceptance" of tv transmitters, and for "type acceptance" instead of "type approval" for am and fm transmitters. This brings the broadcast rules in conformity with the recently adopted type acceptance procedure set forth in Part 2 or the rules. Lists of type accepted equipment will no longer appear in the rules but will be available for inspection at the Washington office of the FCC and at its field offices. Action May 19.

KSEY Seymour, Tex.—FCC by order granted petition of William C. Moss and removed from hearing docket and returned to Broadcast Bureau for further processing of application for modification of license of station KSEY Seymour, Tex. Action May 19.

Green Bay-Marinette, Wis.—FCC announced its decision making effective immediately a grant made Feb. 23 of transfer of Valley Telecasting Co. (WFRV-TV, ch. 5), Green Bay, Wis., from Clayton Ewing, et al., to Neenah-Menasha Broadcasting Co., which had been postponed pending hearing. M & M Broadcasting Co. (WMBV-TV, ch. 11), Marinette, Wis., was protestant in this proceeding. Commissioners Hennock and Bartley not voting. Action May 20.

Routine Roundup . . .

May 19 Decisions

ACTIONS ON MOTIONS

By Examiner James D. Cunningham on May 17

WOL Washington, D. C., Washington Bcstg. Co.—Granted petition for dismissal without prejudice of application for renewal of license of synchronous amplifier located in Silver Spring, Md. (Docket 9967; BR-1130) (Action of 5/16).

By Examiner Annie Neal Huntting on May 18

Trenton, N. J., Mercer Bcstg. Co.; Levittown-Fairless Hills, Pa., Drew J. T. O'Keefe, et al.—Ordered that the portions of the engineering evidence of applicants which are based upon conductivity values derived from certain field intensity measurements on operation of WTNJ will not be received in evidence herein; further ordered that revised engineering testimony in substitution of the exhibits or portions thereof which are herein rejected on grounds of competency shall be prepared and exchanged by June 13. Also issued a third statement concerning prehearing conferences and order which shall govern the course of the proceeding to the extent indicated, said hearing to commence June 15 (Dockets 10931-33).

By Examiner H. Gifford Irion on May 16

WSLA Selma, Ala., Deep South Bcstg. Co.—Continued hearing scheduled for May 27 to June 1 in re application (Docket 11371; BMPCT-2100).

May 19 Applications

ACCEPTED FOR FILING

License for CP

KCUL Fort Worth, Tex., East West Bcstg. Co.—License to cover CP (BP-9813); CP to replace expired CP (BML-1474) which authorized increase power, installation of new transmitter and directional antenna (BL-5723).

Renewal of License

WGBF Evansville, Ind., On The Air Inc.—(BR-490).

WANE Fort Wayne, Ind., Radio Fort Wayne Inc.—(BR-1943).

WILO Frankfort, Ind., A Partnership d/b as Radio Frankfort—(BR-2897).

WIOU Kokomo, Ind., North Central Indiana Bcstg. Corp.—(BR-2040).

WBAT Marion Ind., Marion Radio Corp.—(BR-1733).

WRSW Warsaw, Ind., Reub Williams and Sons Inc.—(BR-2751).

WKCT Bowling Green, Ky., The Daily News Bcstg. Co.—(BR-1908).

WAVE Louisville, Ky., WAVE Inc.—(BR-308).

WHAS Louisville, Ky., WHAS Inc.—(BR-310).

WKLO Louisville, Ky., Mid-America Bcstg. Corp.—(BR-2224).

WKYW Louisville, Ky., Radio Kentucky Inc.—(BR-1520).

WNGO Mayfield, Ky., West Kentucky Bcstg. Co.—(BR-1474).

WVJS Owensboro, Ky., Owensboro On The Air Inc.—(BR-1960).

WPAD Paducah, Ky., Paducah Bcstg. Co.—(BR-794).

WKYB Paducah, Ky., WKYB Inc.—(BR-1353).

WEKY Richmond, Ky., Dages I. Boyle—(BR-2945).

WTCW Whitesburg, Ky., KY-VA Bcstg. Corp.—(BR-2807).

WWKY Winchester, Ky., Winchester Bcstg. Co.—(BR-3019).

WHUB Cookeville, Tenn., WHUB Inc.—(BR-1077).

WKBL Covington, Tenn., Tipton County Bcstg. Co.—(BR-2982).

WKRM Columbia, Tenn., The Middle Tennessee Bcstg. Co.—(BR-1355).

WKIN Kingsport, Tenn., Radio Station WKIN Inc.—(BR-2667).

WKPT Kingsport, Tenn., Kingsport Bcstg. Co.—(BR-1074).

WBIR Knoxville, Tenn., Radio Station WBIR Inc.—(BR-1113).

WCOR Lebanon, Tenn., The Lebanon Bcstg. Co.—(BR-2367).

WJJM Lewisburg, Tenn., Louis D. Lingner—(BR-1574).

WMPS Memphis, Tenn., WMPS Inc.—(BR-479).

WSIX Nashville, Tenn., WSIX Inc.—(BR-484).

WLIK Newport, Tenn., WLIK Inc.—(BR-2947).

WHAL Shelbyville, Tenn., The Shelbyville Bcstg. Co.—(BR-1373).

Remote Control

WPAD Paducah, Ky., Paducah Bcstg. Co.—(BRC-728).

WLAN Lancaster, Pa., Peoples Bcstg. Co.—(BRC-727).

KVOS Bellingham, Wash., KVOS Inc.—(BRC-723).

WPAD-FM Paducah, Ky., Paducah Bcstg. Co.—Operation by remote control from 4th & Broadway, Taylor Bldg., Paducah, Ky. (BRCH-132).

WLAN-FM Lancaster, Pa., Peoples Bcstg. Co.—Operation by remote control from 252 N. Queen St., Lancaster, Pa. (BRCH-131).

Modification of CP

WHP-FM Harrisburg, Pa., WHP Inc.—Mod. of CP (BPH-410) as mod. which authorized new fm station for extension of completion date (BMPH-4996).

Renewal of License

WCNB-FM Connersville, Ind., News Examiner Co.—(BRH-121).

WFML (FM) Washington, Ind., Washington Radio Inc.—(BRH-247).

WFIU (FM) Bloomington, Ind., The Trustees of Indiana U.—(BRH-698).

WOPI-FM Bristol, Tenn., Radiophone Bcstg. Station WOPI Inc.—(BRH-50).

WMCF (FM) Memphis, Tenn., Memphis Pub. Co.—(BRH-327).

Modification of CP

KEDD (TV) Wichita, Kan., KEDD Inc.—Mod. of CP (BPCT-1412) as mod. which authorized new tv station to extend completion date to 11-27-55 (BMPCT-3113).

License for CP

KGLO-TV Mason City, Iowa, Lee Radio Inc.—License to cover CP (BPCT-1230) as mod. which authorized new tv station (BLCT-311).

WSTV-TV Steubenville, Ohio, WSTV Inc.—License to cover CP (BPCT-1049) as mod. which authorized new tv station (BLCT-299).

WHBQ-TV Memphis, Tenn., General Telecasting Inc.—License to cover CP (BPCT-563) as mod. which authorized new tv station and to specify S-L at 1381 Madison Avenue, Memphis, Tenn. (BLCT-304).

WGBH-TV Boston Mass., WGBH Educational Foundation—License to cover CP (BPET-40) as mod. which authorized new educational tv station (BLET-2).

May 23 Decisions

ACTIONS ON MOTIONS

By Examiner James D. Cunningham

Biloxi, Miss., Radio Associates Inc.; WLOX Bcstg. Co.—Denied petition of WLOX Bcstg. Co. for continuance of hearing in re ch. 13, presently scheduled for May 24; and, further ordered, on the Examiner's own motion, the hearing was continued to a date in the near future to be specified by the Examiner designated to preside therein (Dockets 10844-45). (Action May 18).

WMID Atlantic City, N. J., Mid-Atlantic Bcstg. Co.—On his own motion, the Examiner extended to June 13 the period for filing proposed findings in proceeding re transfer of control and renewal of license of licensee corporation (Dockets 11045-46) (Action 5/17).

Granted joint motion of the five applicants for ch. 5 in Boston, Mass. (Dockets 8739 et al.), for additional time to file certain pleadings as indicated in the following schedule: June 10, Adverse findings; June 17, Corrections to the record, and July 1, Rebuttal findings and conclusions (Action of 5/18).

Toledo, Ohio, Anthony Wayne Television Corp.—Denied petition for continuance of hearing presently scheduled for June 14 and 20 in ch. 11 proceeding (Dockets 11084 et al.). (Action May 19).

May 23 Applications

ACCEPTED FOR FILING

Modification of CP

KWWL Waterloo, Iowa, Black Hawk Bcstg. Co.—Mod. of CP (BP-9727) as reinstated, which authorized increase in nighttime power and make changes in nighttime DA system for extension of completion date (BMP-6847).

Remote Control

KSFO San Francisco, Calif., San Francisco Bcstrs. Inc.—(BRC-733).

WPFD Darlington, S. C., Blue Ridge Bcstg. Co.—(BRC-734).

KRBC Abilene, Tex., Abilene Radio and Television Co.—(BRC-732).

WAZF Yazoo City, Miss., WAZF Inc.—(BRC-731).

Renewal of License

WCSI Columbus, Ind., Syndicate Theatres Inc.—(BR-2550).

WFTM Maysville, Ky., Standard Tobacco Co.—(BR-1863).

WPKY Princeton, Ky., Princeton Bcstg. Co.—(BR-2430).

Applications Returned

West Point, Ga., Confederate Radio Co. (PO Box 427, West Point, Ga.)—CP for new standard station on 1570 kc, 1 kw, daytime hours only (Articles & Exhibit I dated after Section I).

WBBA Pittsfield, Ill., Pike Bcstg. Co.—Voluntary transfer of stock from Keith Moyer to Sam Morton and Caterina Chesi (To be reported on 323).

WBBA Pittsfield, Ill., Pike Bcstg. Co.—Voluntary transfer of stock from Keith Moyer to G. B. Meyer (To be reported on 323).

WCGC Belmont, N. C., R. R. Hilker, Otis Sheperd, Lucielle Hand and Arthur Hilker Jr., d/b as Central Bcstg. Co.—Voluntary assignment of license to Central Bcstg. Co. (To be filed on 314).

Renewal of License Returned

WLAF LaFollette, Tenn., LaFollette Bcstg. Co.—(Signed by general manager).

WJIG Tullahoma, Tenn., Raymond L. Prescott Jr.—(Name wrong).

License for CP

KTYL-FM Mesa, Ariz., Harkins Bcstg. Inc.—License to cover CP (BPH-2004) which authorized changes in licensed station (BLH-1053).

Remote Control

WLIN (FM) Merrill, Wis., Alvin E. O'Konski—(BRCH-133).

Modification of CP

KSCU (FM) Santa Clara, Calif., The U. of Santa Clara—Mod. of CP (BPED-213) as mod. which authorized new educational fm station for extension of completion date (BMPED-293).

May 24 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of May 20

Granted License

WLEW Bad Axe, Mich., Port Huron Bcstg Co.—Granted license covering change of facilities (BL-5704).

WPDM Potsdam, N. Y., St. Lawrence Radio Inc.—Granted license for am broadcast station (BL-[illegible]).

KSGM Ste. Genevieve, Mo., Donze Enterprises Inc.—Granted license for change from employing DA day and night (DA-1) to DA night only (DA-N) (BL-5696).

KTTN Trenton, Mo., Trenton Bcstg. Co.—Granted license for am broadcast station (BL-[illegible]).

WCTA Andalusia, Ala., Andalusia Bcstg. Co.—Granted license covering change of facilities, installation new transmitter and directional antenna (DA-N) and mount fm antenna on South tower; condition (BL-5661).

WNBT Wellsboro, Pa., Farm & Home Bcstg. Co.—Granted license for am broadcast station (BL-5720).

KUGN-FM Eugene, Ore., KUGN Inc.—Granted license to cover CP (BPH-2026) which replaced expired permit (expired 2-20-55) for new fm station (BLH-1047).

Modification of CP

The following were granted extensions of completion dates as shown: KSCU Santa Clara, Calif., to 9-9-55; WABJ Adrain, Mich., to 9-6-55; WBRV Boonville, N. Y., to 7-15-55.

Remote Control

The following stations were granted authority to operate transmitters by remote control: KSFO San Francisco, Calif.; KRBC Abilene, Tex.; WPFD Darlington, S. C.; WSAC Elizabethtown, Ky.

Actions of May 19

Early Sign-off

WOCH North Vernon, Ind., Dorrell Ochs—Granted authority to sign-off at 5 p.m., CST, for period ending Sept. 30.

Actions of May 18

Modification of CP

The following were granted extensions of completion dates as shown: KFVS-TV Cape Girardeau, Mo., to 12-14-55; KEDD Wichita, Kan., to 11-27-55.

Remote Control

The following stations were granted authority to operate transmitters by remote control: WPAD Paducah, Ky.; WLAN Lancaster, Pa., while using nondirectional antenna.

Actions of May 16

Remote Control

The following stations were granted authority to operate transmitters by remote control: WSGN Birmingham, Ala., while using non-directional antenna; WHEP Foley, Ala.

May 24 Applications

Accepted for Filing

Renewal of License

WITS Bloomington, Ind., Sarkes Tarzian Inc.—(BR-2240).

WIKY Evansville, Ind., South Central Bcstg. Corp.—(BR-1591).

WIBC Indianapolis, Ind., WIBC Inc.—(BR-985).

WITZ Jasper, Ind., Jasper On The Air Inc.—(BR-2070).

WBTO Linton, Ind., The Linton Bcstg. Co.—(BR-2879).

WAZF Yazoo City, Miss., WAZF Inc.—(BR-1238).

WKDA Nashville, Tenn., Capitol Bcstg. Co.—(BR-1425).

WLAC Nashville, Tenn., WLAC Inc.—(BR-482).

Remote Control Returned

WILD Birmingham, Ala., Pilot Broadcasting Corp.—(Re: Paragraph 4).

WKOZ Kosciusko, Miss., Cy N. Bahakel—(Unnecessary).

Modification of CP

KBAK-TV Bakersfield, Calif., Bakersfield Bcstg. Co.—Mod. of CP (BPCT-1165) as mod., which authorized new tv station to extend completion date to 12-10-55 (BMPCT-3121).

KJEO (TV) Fresno, Calif., O'Neill Bcstg. Co.—Mod. of CP (BPCT-1194) as mod., which authorized a new tv station to extend completion date to 12-8-55 (BMPCT-3122).

KBET-TV Sacramento, Calif., Sacramento Telecasters Inc.—Mod. of CP (BPCT-976) as mod., which authorized new tv staion to extend completion date to 12-9-55 (BMPCT-3120).

KLRJ-TV Henderson, Nev., Southwestern Pub. Co.—Mod. of CP (BPCT-663) as mod., which authorized new tv station to extend completion date to 12-3-55 (BMPCT-3119).

WHIZ-TV Zanesville, Ohio, Southeastern Ohio Television System—Mod. of CP (BPCT-1190) as mod., which authorized a new tv station to extend completon date to 12-7-55 (BMPCT-3118).

Application Returned

Kalispell, Mont., Leslie L. Sterling and William H. Patterson d/b as Flathead Valley Bcstrs. (PO % W. H. Patterson, Route 3, Box 125, Spokane, Wash.)—CP for new standard station on 730 kc, 1 kw, daytime hours of operation (Tower Contract Agreement dated after Section I).

Renewal of License

WCTW (FM) New Castle, Ind., Courier-Times Inc.—(BRH-61).

License for CP

WINA-FM Charlottesville, Va., Charlottesville Bcstg. Corp.—License to cover CP (BPH-1946) as mod. which authorized new fm station (BLH-1054).

WINK-TV Ft. Myers, Fla., Ft. Myers Bcstg. Co.—License to cover CP (BPCT-875) as mod. which authorized new tv station (BLCT-308).

WOC-TV Davenport, Iowa, Central Bcstg. Co.—License to cover (BPCT-1021) as mod. which authorized changes in existing tv station and to change description of T-L to R. R. # 1, Bettendorf, Iowa, 3 miles East of Davenport, Iowa (not a move) (BLCT-309).

Modification of CP

WTVX (TV) Gastonia, N. C., Air-Pix Corp.—Mod. of CP (BPCT-1848) as mod. which authorized new tv station to extend completion date (BMPCT-3115).

May 25 Decisions

BROADCAST ACTIONS

Renewal of License

Granted renewal of license of following stations on regular basis:

WTPS New Orleans, La.; WGAI Elizabeth City, N. C.; WFEB Sylacauga, Ala.; WHAP Hopewell, Va.; KBIS Bakersfield, Calif.; KALB Alexandria, La.; KTRY Bastrop, La.; WABG Greenwood, Miss.; WBOK New Orleans, La.; KAPK Minden, La.; KARK Little Rock, Ark.; KBSF Springhill, La.; KCIL Houma, La.; KFPW-AM-FM Ft. Smith, Ark.; KFSA-AM-FM Fort Smith, Ark.; KGRH Fayetteville, Ark.; KOSE Osceola, Ark.; KTIB Thibodaux, La.; KTLD Tallulah, La.; WAPF McComb, Miss.; WGRM Greenwood, Miss.; WJBW New Orleans, La.; WNAT Natchez, Miss.; KWAR Waverly, Iowa; KBHS Hot Springs, Ark.

UPCOMING

MAY

May 31: Deadline, Fund for the Republic Television Awards (script contest), New York.
May 31: RAB Clinic, St. Louis.

JUNE

June 1: Deadline, Nominations for Outstanding Young Advertising Man, Assn. of Adv. Men & Women of New York.
June 1: RAB Clinic, Wichita, Kan.
June 2: RAB Clinic, Denver.
June 3: RAB Clinic, Salt Lake City.
June 5-8: Adv. Federation of America golden anniversary convention, Palmer House, Chicago.
June 5-8: Alpha Delta Sigma convention (adv. fraternity), Palmer House, Chicago.
June 6-8: National Community Tv Assn. convention, Park Sheraton Hotel, New York.
June 12-14: Iowa Broadcasters Assn., Crescent Beach Lodge, Lake Okaboji.
June 13: BMI Clinic, Turf Club, Twin Falls, Idaho.
June 13: RAB Clinic, New York.
June 14: BMI Clinic, Rainbow Hotel, Great Falls, Mont.
June 14: RAB Clinic, Hartford, Conn.
June 15: BMI Clinic, Hotel Utah, Salt Lake City.
June 15: RAB Clinic, Boston.
June 16: RAB Clinic, Manchester, N. H.
June 16-18: Maryland-D. C. Radio & Television Broadcasters, Stephen Decatur Hotel, Ocean City, Md.
June 17: BMI Clinic, Hotel Denver, Glenwood Springs, Colo.
June 17: BMI Clinic, Edgewater Beach Hotel, Detroit Lakes, Minn.
June 17: RAB Clinic, Bangor, Me.
June 17-18: Colorado Broadcasters Assn. meeting, Denver Hotel, Glenwood Spring.
June 19-22: National Assn. of Television-Radio Farm Directors, Washington.
June 20-July 1: WSM-Peabody College Radio-Tv Workshop, Nashville, Tenn.
June 21: Television News Institute, Northwestern U., Evanston, Ill.
June 23-25: NARTB combined boards of directors, The Homestead, Hot Springs, Va.
June 24-25: Virginia Assn. of Broadcasters, Engleside Hotel, Staunton.
June 26-29: Adv. Assn. of the West convention, Portland, Ore.
June 27-30: Western Assn. of Broadcasters (Canadian) convention, Jasper Park Lodge, Jasper, Alberta.
June 28: Presentation, Outstanding Young Advertising Man, Assn. of Adv. Men & Women of New York.

JULY

July 1: RAB Clinic, Cedar Rapids, Iowa.
July 11-31: Institute in Live & Filmed Tv, U. of Miami, Coral Gables, Fla.
July 18-29: WSM-Peabody Tv Workshop, Peabody College, Nashville, Tenn.

AUGUST

Aug. 1-9: Educational Television Workshop, Michigan State College, East Lansing.
Aug. 8: RAB Clinic, Atlanta.
Aug. 9: RAB Clinic, Charleston, S. C.
Aug. 10: RAB Clinic, Winston-Salem, N. C.
Aug. 11: RAB Clinic, Norfolk, Va.
Aug. 12: RAB Clinic, Philadelphia.
Aug. 14-Sept. 3: National Assn. of Educational Broadcasters television production workshop, State U. of Iowa, Iowa City.
Aug. 22: RAB Clinic, Tampa, Fla.
Aug. 23: RAB Clinic, Birmingham, Ala.
Aug. 24: RAB Clinic, Baton Rouge, La.
Aug. 24-26: West Coast Electronics Manufacturers' Assn. and Los Angeles and San Francisco Institute of Radio Engineers sections show and convention, San Francisco.
Aug. 25: RAB Clinic, Ft. Worth, Tex.
Aug. 26: RAB Clinic, San Antonio, Tex.

SEPTEMBER

Sept. 6: RAB Clinic, Los Angeles.
Sept. 7: RAB Clinic, Bakersfield, Calif.
Sept. 8: RAB Clinic, San Francisco.
Sept. 9: RAB Clinic, Ogden, Utah.
Sept. 12-14: CBS Radio Affiliates meeting, Detroit.
Sept. 12-16: National Assn. of Educational Broadcasters engineering workshop, Michigan State College, East Lansing.
Sept. 19: RAB Clinic, Seattle, Wash.
Sept. 20: RAB Clinic, Portland, Ore.

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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Mr. President

DATELINE, Washington, May 24, 1955—NARTB.
On this day history was made. The President of the United States rated radio and television above the press in their impact as news media. He said it off the cuff, and he recognized that in so doing he was inviting the criticism of the press.

Read it for yourself, in full text, on pages 30-31 of this issue. Read it, and read it again. Read it and realize the "tremendous responsibility" that you who have any part in broadcasting bear in today's One World.

What President Eisenhower said in his informal talk to more than 3,000 radio, television, advertiser and agency men and women will be analyzed, bisected and dissected from now on. But he spoke clearly. It isn't necessary to read between the lines or to draw inferences. He called radio and television the methods of communication upon which reposes "tremendous responsibility"—"in some ways, I think transcending that that is placed before the publisher."

The President called radio and television "professions." He didn't toy with phrases in asserting that radio and television must be free from government interference except for that "one canopy of air" which entails government regulation in what we have always alluded to as the "traffic cop" concept.

What President Eisenhower postulated in the first appearance of a President of the United States before a broadcasters' convention must be construed as a mandate to the Congress and the FCC. He recognized radio and television as modern, more ubiquitous and vibrant extensions of the press, with all the rights and prerogatives of a free press—and with even greater responsibilities. He espoused news in news programs, and editorial opinion which must be clearly labeled.

It was *President* Eisenhower, the statesman and world leader, who spoke those phrases that make the broadcast media proud of their estate. But it was *General* Eisenhower, who commanded the Allied legions in World War II, who knew that even a decade back radio had overtaken the press in reaching the hearts and the minds of people. Since those days have come the eyes of television to supplement the ears of radio.

General Eisenhower knew what the totalitarian Hitlers and Mussolinis wrought through their puppet radio stations; he also knew that a "confidential" survey by the U. S. Office of Facts & Figures (which became the Office of War Information) made in 1942 (and published in facsimile and text in B•T's issue of June 22, 1942) proved that the public relied on radio for its war news to the extent of nearly two-to-one over newspapers.

So *President* Eisenhower last Tuesday gave to the nation's broadcasters a new catechism. The full significance of his comments will become accepted in time. The press will probably be disposed to let them be forgotten.

THERE were other talks that gave broadcasters pause at the 33d annual convention. For the most part the speakers were less generous than was the President. FCC Chairman McConnaughey reiterated his philosophy of minimum regulation, but he warned that more attention will be given to station license renewals now that the processing lines and the hearing schedules in television enable release of manpower from these other activities.

Keynoter Mark Ethridge, publisher of the *Courier-Journal* and the *Louisville Times* (WHAS-AM-TV), who 18 years ago rescued a faltering National Assn. of Broadcasters from internecine strife, warned of the "agonizing reappraisal" ahead at the hands of Congress and the FCC. He spoke more from his position as a publisher than as a broadcaster. He said some things that needed saying,

Drawn for BROADCASTING • TELECASTING by Sid Hix

"I don't care if it is a better fight, get that camera back on the ring!"

and it is just as well that the broadcasters heard them as a prelude to the President's observations.

From House Commerce Committee Chairman Priest came comments that must have had their origin in informed sources close to the FCC. He cautioned that Congress is of a mind to tighten up the law; that subscription television could be an open road to common carrier regulation, thus destroying the very free estate of which the President spoke and which Chairman McConnaughey had espoused. He ran up another red flag in commenting that there is a growing demand for modification or repeal of the "charter of freedom" which has been granted broadcasters.

The convention left broadcasters with plenty to ponder. The President told them, almost in so many words, that they should editorialize, like the newspapers. But how many stations are staffed to assume this grave responsibility? Our admonition now, as it was several years ago when "editorializing" was blessed, rather guardedly, by the FCC, is to go slow, and to think it through calmly and soberly. Do it first at the local level. Do it with experienced newsmen. Make progress slowly, but solidly.

Some will draw wishful inferences from the comments of the President and other officials who addressed the convention. Some who heard the President, insist that he inveighed against toll tv because he repeatedly alluded to "free" radio and television. One has to reach pretty far to draw that inference.

President Eisenhower recognized the importance of being the first Chief Executive to personally appear before a broadcasters' convention. He said he was "very proud" of establishing this precedent, and predicted that future presidents would find it "practically necessary" to "appear before you, and tell you in their turn, what is in their hearts at the moment."

Perhaps the President did not know the travail involved in breaking through White House barriers to get him to establish this precedent. Repeated rebuffs did not deter those who were determined to have the President there. Clair R. McCollough and Henry Clay, co-chairmen of the convention, made it their first order of business. Robert K. Richards, former second-in-command at NARTB and now its public relations consultant, followed through with such tenacity that the White House guard found itself forced to capitulate.

When recognition came, it more than justified the effort. President Eisenhower's talk was monumental. If nothing else had happened, it would have offset any inconveniences experienced in holding a big convention in the nation's capital. Another thing did happen: Broadcasting became a full-fledged profession in Washington last week.

by Sid Ha

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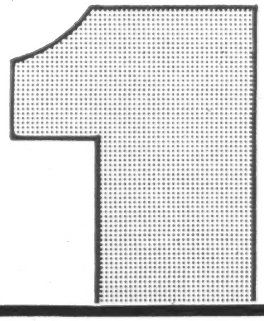

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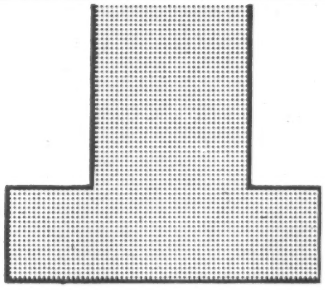
		*In Home**	*Out of Home†*
6 a. m.—12 noon	Mon.-Fri.	**WWSW** LEADS	**WWSW** LEADS
	Saturday	**WWSW** LEADS	**WWSW** LEADS
	Sunday	**WWSW** LEADS	**WWSW** LEADS
12 noon—6 p. m.	Mon.-Fri.	**WWSW** SECOND	**WWSW** LEADS
	Saturday	**WWSW** LEADS	**WWSW** LEADS
	Sunday	**WWSW** LEADS	**WWSW** LEADS
6 p. m.—12 mid.	Mon.-Fri.	**WWSW** SECOND	**WWSW** LEADS
	Saturday	**WWSW** SECOND	**WWSW** LEADS
	Sunday	**WWSW** THIRD	**WWSW** SECOND

*Pulse Jan.-Feb. '55

†Pulse Winter '55



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